



ATENEUM DE MANILA UNIVERSITY  
OFFICE OF THE PRESIDENT

6 July 2020

Memo to : The University Community  
Subject : Communicating with the Public through the Internet

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Communicating with our community and the public via the Internet is a necessary part of fulfilling our educational mission. It has grown in importance as we shift to online learning, and there is now a need to guide our offices and units so that their messages come across clearly.

To this end, we are releasing two sets of guidelines that concern online public communications:

- **Protocol for Disseminating Public Announcements, Memos, and Publications.** This covers information meant for public audiences—students, parents, alumni, the media, and the general public—that is released online.
- **Social Media Guide.** This document will help offices and units in planning their social media presence, and outlines general guidelines for branding, content, and account management.

These guidelines aim to help units and offices across the University communicate online more effectively, and at the same time provide standard workflows for efficiency and accessibility.

The guidelines are attached in this email and can also be accessed at [ateneo.edu/umco/guidelines-protocols](http://ateneo.edu/umco/guidelines-protocols).

For your information and guidance.

  
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President