

Sam Houston State University
A Member of The Texas State University System

Integrated Marketing Communication Policy IMC-02 Digital Advertising Policy

1. **Purpose of policy:** All digital advertising efforts must be coordinated with Integrated Marketing Communications (IMC) to ensure consistency, effectiveness, and compliance with university branding and messaging standards.
Note: This includes any offer by an external organization to post about SHSU without a fee.

2. **Scope of policy:** This policy applies to all academic and administrative departments, programs, and units within Sam Houston State University, including grant-funded initiatives. Digital advertising includes but is not limited to:
 - a. Search and display advertising (Google, Bing, etc.)
 - b. Social media advertising (Facebook, Instagram, LinkedIn, Snapchat, etc.)
 - c. Streaming audio advertising (Spotify, Pandora, iHeartRadio, etc.)
 - d. Streaming video advertising (connected TV (CTV)/over-the-top (OTT), YouTube, pre-roll, mid-roll, etc.)
 - e. Web banner ads on sites such as school districts or non-profit organizations
 - f. Digital out-of-home (OOH) (screens in schools, movie theaters, airports, etc.)*Note: "Posts" & "boosts" used for human resources recruiting are exempt from this policy.*

3. **Types of Digital Advertising Campaigns:** Enrollment Campaigns, Event Promotion Campaigns, Brand Awareness Campaigns

4. **Prohibition on Self-Managed Ads:** Campus entities are prohibited from running their own digital advertising campaigns without the involvement and approval of IMC. This includes but is not limited to activities such as creating, funding, and managing ads directly through advertising platforms or through external vendors.
 - a. All contracts for advertising space must be reviewed by IMC.
 - b. Campus entities are prohibited from using their P-Card for digital advertising, including "boosting" social media posts. For example, Facebook often offers to boost an organic post to reach hundreds more people for a minimal amount.

 Boost this post to reach up to 573 more people if you spend \$2.

Boost post

Reviewed by: Jeff Harris, Chief Marketing Officer & Public Information Officer
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