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Owner Jennifer Swangler:
Director of Marketing & Creative Strategy
Area Marketing & Communications
References SBHE Policy, UND Policy

Marketing & Communications' Mass Communications Channels

POLICY STATEMENT

University of North Dakota (UND/University) entrusts the Division of Marketing & Communications (M&C) with oversight of the University's mass communication channels. M&C establishes and upholds the standards governing how these channels are used ensuring that messages reaching the broader University community are accurate, appropriate, and aligned with UND's mission and values.

Communications distributed through M&C-managed channels should be of broad institutional relevance. Their use must reflect responsible communication practices and comply with applicable federal and state laws and University policies.

This policy governs only those mass communication channels directly administered by M&C. Academic, administrative and student units retain full authority over their own unit-level communication channels.

REASON FOR POLICY

Effective communication is foundational to a well-functioning university. When the institution speaks to students, faculty, staff, alumni, or the public, those messages should be clear, consistent, and worthy of trust.

M&C-managed channels carry significant reach and institutional weight. Without a coordinating framework, that reach creates risk: duplicated messages, conflicting information and communications that may not reflect UND's priorities or standards. This policy provides that framework, defining how

M&C channels are requested, approved, and used, and making explicit the roles and responsibilities of those involved.

At the same time, this policy is not about centralizing all communication. Units across campus play an essential role in reaching their own audiences, and their ability to do so through unit-managed channels remains unchanged.

SCOPE OF POLICY

- President
- Vice Presidents, Associate & Assistant Vice Presidents
- Deans, Directors & Department Heads
- Area Managers & Supervisors
- Faculty
- Staff
- Students
- Others: Community members at large

CONTACTS

Specific questions should be directed to the following:

Subject	Contact	Telephone	Website / E-Mail Address
Policy Clarification; Eligibility; Appeals	Vice President of Marketing & Communications	701.777.2038	marketing@UND.edu Marketing & Communications Website
Current Student Communications (e.g., Student Life Weekly, Text Messaging)	Marketing & Communications	701.777.2038	marketing@UND.edu Marketing & Communications Website
Digital Signage	Marketing & Communications	701.777.2038	UND.digitalsignage@UND.edu Digital Signage Website
Donated Leave Notices in University Letter	Human Resources	701.777.4226	UND.humanresources@UND.edu HR Vacation, Holiday & Leave Website
My UND Mobile App	Platform and Opt-In Channel Management: University Information Technology (UIT)	701.777.2222	UND.techsupport@UND.edu
	Communicate Messaging: Marketing & Communications (M&C)	701.777.2038	marketing@UND.edu My UND App Website
UND Events Calendar	Marketing & Communications	701.777.2038	marketing@UND.edu Marketing & Communications Website

			Website
UND Flagship Social Media Channels	Marketing & Communications	701.777.2038	socialmedia@UND.edu Social Media Website
UND Today	Marketing & Communications	701.777.2038	UND.today@UND.edu UND Today Website/Blog
University Letter (U-Letter)	Marketing & Communications	701.777.2038	UND.uletter@UND.edu University Letter Website/Blog

DEFINITIONS

Brand Standards	Official ways in which UND brand assets and visual identity may be used. Brand standards provide rules for consistent and approved representation of the University and are maintained separately from this policy.
Broadly Relevant	Content that applies to, benefits or affects a large portion of the University community, or the primary audience of a M&C-managed communication channel.
Digital Signage	Digital displays located in campus buildings that provide awareness of events, services, and institutional information to broad University audiences. The campus-wide digital signage content is managed by M&C. Departments or buildings may have their own digital signage content managed separately at the unit-level and not governed by this policy.
Editorial Discretion	The authority of M&C to edit, schedule, reschedule, format, prioritize or decline submitted content to ensure compliance with this policy and maintain the effectiveness of M&C-managed communication channels.
Emergency Communication	A time-sensitive message related to health, safety or operational continuity that is distributed through University emergency communication systems in accordance with applicable emergency procedures.
Flagship Social Media Channels	Official institutional social media accounts administered by M&C to represent the University of North Dakota and distribute communications to broad internal and external audiences.
Mass Communication	A message distributed to a broad University audience, such as all students, all faculty, all staff or similarly large segments of the University community.
M&C-Managed Channels	Mass communication channels administered by M&C for distribution to broad University audiences. These include, but are not limited to, the UND Events Calendar, flagship social media accounts, digital signage, Student Life Weekly newsletter, Student Life Texting, student-wide email communications, My UND App broadcast messaging, University Letter (U-Letter), UND Notifications email and UND Today.

My UND App Broadcast Messaging (Communicate)	General student messages distributed through the Communicate platform within the My UND mobile application, where content governance is administered by M&C (e.g., student persona, "free" opt-in channel) in coordination with University Information Technology. Department-managed opt-in channels are not governed by this policy.
Sponsoring Department	An official University department or unit responsible for the accuracy, compliance, and appropriateness of submitted content.
Student Life Texting	An official text messaging channel administered by M&C to distribute timely, broadly relevant information to current students or defined student segments.
Student Life Weekly (SLW)	An official student newsletter administered by M&C and distributed to current UND students to share events, services, deadlines, and opportunities that are broadly relevant to the student population.
Student Organizations	Student groups that have completed the process for becoming a recognized student organization at UND, remain active and comply with the forming guidelines and the responsibilities of recognized student organizations.
Student-Wide Email Communications	Email communications administered by M&C and distributed to the full UND student population for rare, critical institutional messages.
Submitter	An individual submitting content to an M&C-managed channel on behalf of a sponsoring department.
UND Events Calendar	The University's official system of record for University-related events. Institutional dates and deadlines are also included.
UND Notifications Email	An official email channel administered by M&C for presidential-level or mission-critical communications to broad University audiences or defined institutional populations (e.g., all students, all faculty, and staff).
UND Today	The University's official news source and storytelling platform administered by M&C to publish and distribute institutional news, achievements, and communications of broad interest to the University community and external audiences.
Unit-Level Channels	Communication channels administered by an academic, administrative or student organization unit for distribution to a defined constituency and not governed by this policy.
University Letter (U-Letter)	An official faculty and staff newsletter administered by M&C to distribute information relevant to faculty and staff audiences.

PRINCIPLES

Institutional Communication & Relevance

Channels managed by the Division of Marketing & Communications (M&C) are used to communicate information that affects or benefits broad University audiences. These channels are limited resources and must be used for messages that are broadly relevant and aligned with the University priorities. Content that is narrowly targeted should be distributed through unit-level channels.

Stewardship & Effectiveness

Effective mass communication requires coordination, thoughtfulness, and restraint. When channels are overused or used for nonessential messages, important information may be overlooked. M&C manages volume and placement to protect the effectiveness of these channels and to steward the time and attention of recipients.

Governance & Accountability

M&C serves as the coordinating authority for M&C-managed channels and applies standards consistently. This policy establishes a clear framework to ensure fair access, responsible use and compliance with applicable laws and University policies.

PROCEDURES

The Division of Marketing & Communications (M&C) administers all M&C-managed channels and establishes standards governing their use. The universal governance standards and requirements below apply to all channels identified in this policy (unless otherwise specified). The sections later in this policy outline the additional requirements specific to each channel.

Universal Policy Governance

M&C has editorial discretion over content submissions to determine eligibility, ensure compliance with this policy and maintain effective use of M&C-managed channels.

Use of these channels does not create entitlement to distribution. Distribution may be limited based on channel capacity, audience considerations, timing, and institutional priorities.

Emergency communications (see Emergency Response and Evacuation, Administering Timely Warning and Change in University Operating Status policies in [Related Information](#)) are governed separately under applicable University emergency procedures and are not administered under this policy unless otherwise specified. M&C-managed channels may be used to amplify institutional safety communications when appropriate and does not replace official emergency notification systems.

Universal Content Criteria

M&C-managed channels are reserved for communications that are broadly relevant and appropriate for

mass distribution. In addition, content distributed through these channels must:

- Be accurate and identify the sponsoring department.
- Comply with applicable laws and University policies, including respect for academic freedom (see Academic Freedom policy in [Related Information](#)).
- Follow UND brand and writing standards as applicable (see [Related Information](#)).
- Follow cultural awareness promotional guidelines as applicable (see [Related Information](#)).
- Not contain unlawful, defamatory, discriminatory, or otherwise prohibited material (see Distribution of Information through Posters, Fixed Exhibits or Chalking; Social Media; and University Website policies in [Related Information](#)).
- Not promote alcohol-related events or activities, especially in student communications (see Alcohol and Drugs policy in [Related Information](#)).
- Not endorse political candidates or partisan campaigns (see SBHE Policies 401.1 Student Political Rights and 503.3 Political Activities policies in [Related Information](#)).

Eligible content generally includes:

- University-sponsored events open to broad audiences.
- Institutional announcements.
- University-wide deadlines or policy updates.
- Services or opportunities available to large segments of the University community.
- Communications that support institutional priorities.

Content **not** eligible generally includes:

- Messages whose audience is limited to specific departments, programs, or small groups, such as student organizations.
- Routine internal updates that do not affect a broad audience.
- Commercial advertising unrelated to University business.
- Personal or private business promotions.
- Content more appropriately distributed through unit-level channels.

Non-University events or announcements may be considered on a case-by-case basis if they are broadly relevant to the University community and consistent with University policies. Examples may include large community events in Grand Forks, such as major concerts, performances, or public gatherings.

Distribution does not necessarily constitute endorsement by the University of the viewpoints or opinions expressed.

Universal Submission Requirements

Content submitted to an M&C-managed channel must:

- Be submitted by a University employee on behalf of a UND department or unit (unless otherwise specified in channel-specific procedures).
 - Recognized student organizations **must** submit through a designated University

employee sponsor.

- Identify the sponsoring department responsible for the accuracy and appropriateness of the content.
- Follow UND brand and writing standards as applicable (see [Related Information](#)).
- Follow cultural awareness promotional guidelines (see [Related Information](#)).
- Be listed on the UND Events Calendar (see [Forms](#)) **prior** to receiving promotion through other M&C-managed channels.
 - Submitters are responsible for updating or removing information in the UND Events Calendar if details change or if an event is canceled.
 - Publication on the UND Events Calendar does not guarantee inclusion in any other M&C-managed channel.
 - If an event or other date is planned to be promoted through additional M&C-managed channels, the submitter must promptly notify M&C if details change or if the event is canceled.

Universal Appeals Process

A submitter may request review of a decision made under this policy by submitting a written request to M&C (see [Contacts](#)). The request must state the basis for the appeal and identify the provision in question.

Exceptions are reviewed on a case-by-case basis and are not guaranteed. Final decisions regarding exceptions rest with the vice president of Marketing & Communications (or designee).

Submission of an appeal does not require distribution of the requested content while the appeal is under review.

Approval of an exception does not create precedent or remove requirements to comply with this policy, other University policies, or applicable laws.

Channel-Specific Procedures

In addition to the universal procedures outlined above, the following M&C-managed channels have additional requirements specific to their format, audience, and use.

Detailed operational procedures, timelines, formatting standards, and technical specifications for each channel are maintained by M&C and published on the Communication Channels website (see [Related Information](#)).

UND Events Calendar

Channel Use & Eligibility

The UND Events Calendar serves as the official system of record for University-related events. It also includes other institutional dates and deadlines (see [Related Information](#)).

Events must be open to and broadly relevant to the UND community and sponsored, hosted, or formally

co-hosted by a UND department, unit or recognized student organization.

The UND Events Calendar may not be used to promote private gatherings, events or deadlines limited to specific units, commercial sales or promotions, or activities unrelated to the University.

All submitted event information is published to the UND website and My UND App. Inclusion in the UND Events Calendar does not guarantee promotion through other M&C-managed channels.

Submission Procedure

All events and other institutional dates must be submitted through the UND Events Calendar system (see [Forms](#)) **prior** to receiving promotional support in additional M&C-managed channels.

Event submissions may be made by members of the UND community (including recognized student organizations) or external users.

Submitters must provide complete and accurate event information and comply with published submission guidelines. Operational procedures and tagging standards are maintained by M&C and published on the UND Events Calendar Guidelines website (see [Related Information](#)).

Submitters are responsible for updating or removing calendar information if details change or if an event is canceled after submission by logging into the UND Events Calendar system (see [Forms](#)).

Digital Signage

Channel Use & Eligibility

Digital signage displays visual content in public, high-traffic campus spaces and functions as an advertising platform to create awareness of events, services and institutional information.

Because signage is viewable by broad and varied audiences, including visitors and families, content must be appropriate for public display (see Distribution of Information through Posters, Fixed Exhibits or Chalking in [Related Information](#)).

Digital signage is a non-interactive communication channel and is not intended to serve as the primary platform for detailed information, discussion or engagement.

Unlike other M&C-managed channels, digital signage may be used to promote the following types of content, provided they are broadly relevant to the University community:

- Promotions encouraging application, enrollment or registration for individual UND academic programs, majors or courses.
- UND-sponsored survey promotions.
- UND-sponsored scholarships, employment opportunities or internships.
- Business-hosted or off-campus events with official UND involvement.

These allowances apply only to digital signage and do not establish eligibility for other M&C-managed channels.

M&C exercises editorial discretion over digital signage. Where applicable, designated digital sign managers may administer signage within specific facilities in coordination with M&C.

Submission Procedure

Requests must be submitted using the Digital Sign Request Form (see [Forms](#)).

Unlike other M&C channels, recognized student organizations may submit digital sign requests directly through the Digital Sign Request Form (see [Forms](#)) and do not need to have an employee submit on their behalf.

Submitters must comply with published design and formatting standards. Operational procedures, timelines and technical specifications are maintained by M&C and published on the Digital Signage website (see [Related Information](#)).

Flagship Social Media Accounts

Channel Use & Eligibility

University flagship social media accounts represent UND to broad internal and external audiences and are managed by M&C (see Flagship Social Media Channels in [Related Information](#)).

All content published on flagship social media accounts must comply with the UND Social Media Policy and other University policies (see [Related Information](#)).

Flagship accounts are intended for institutional storytelling, major announcements and communications of broad public interest.

These accounts are not intended for unit-, program- or course-specific announcements; routine event promotions; internal operational communications; or commercial promotions not centrally coordinated.

Crisis or emergency-related communications may be published when coordinated with appropriate institutional authorities as authorized by the vice president for Marketing & Communications (or designee) (see Emergency Response and Evacuation, Administering Timely Warnings and Change in University Operating Status policies in [Related Information](#)).

Submission Procedure

Requests for consideration for publication on flagship social media accounts must be emailed to UND Flagship Social Media Channels (see [Contacts](#)) in accordance with published procedures on the Social Media Guidelines website (see [Related Information](#)).

My UND App Messaging (Communicate)

Channel Use & Eligibility

The My UND App mobile application includes a messaging platform known as Communicate (see [Related Information](#)).

This policy governs only general broadcast messages administered by M&C within the Communicate platform from the student persona and "Free" opt-in channel. It does not govern department-managed opt-in channels or the technical administration of the platform, which are managed separately.

M&C-administered broadcast messages are intended for communications broadly relevant to current

students. This channel is not intended for communications specific to prospective students, faculty, staff, alumni or other audiences.

Submission Procedure

Requests for general student broadcast messaging should be submitted through the My UND App support ticket (see [Forms](#)) in accordance with published procedures on the My UND App Communicate Guidelines website (see [Related Information](#)).

M&C maintains editorial discretion for general My UND App general broadcast messaging in coordination with University Information Technology.

Student Life Texting

Channel Use & Eligibility

Student Life Texting is a supplemental communication channel used to inform current students about student life opportunities and important UND information, including events, services and deadlines (see Texting Terms and Conditions in [Related Information](#)).

Messages may be distributed to all current students or to defined student segments (e.g., undergraduate, graduate, online or on-campus students), as appropriate to the message.

Because text messaging is immediate and limited in format, this channel is reserved for time-sensitive communications about events, services or deadlines affecting broad student audiences.

Student Life Texting is not an emergency notification system and does not replace official University emergency communication channels (see Emergency Response and Evacuation, Administering Timely Warning and Change in University Operating Status policies in [Related Information](#)).

Submission Procedure

Requests must be submitted by email to Current Student Communications (see [Contacts](#)) in accordance with published procedures on the Communication Channels website (see [Related Information](#)).

Submitters must provide required content elements and comply with published formatting and length requirements.

Student Life Weekly (SLW) Newsletter

Channel Use & Eligibility

The Student Life Weekly newsletter is distributed institutionally to current UND students and is intended to create awareness of events, deadlines and opportunities relevant to a broad student audience.

SLW is not intended for urgent or emergency communications.

The following types of content are generally **not** eligible for inclusion in SLW:

- Promotions encouraging application, enrollment or registration for individual academic programs, majors, or courses.
- Survey promotions, except at M&C's discretion.

- Individual scholarships, employment opportunities, or internships that are already promoted through official University systems.
- Business-hosted or off-campus events without official UND involvement.

Submission Procedure

Requests must be submitted by email to Current Student Communications (see [Contacts](#)) in accordance with published procedures on the Communication Channels website (see [Related Information](#)).

Student-Wide Email Communications

Channel Use & Eligibility

Student-wide email communications are reserved for rare, mission-critical messages that must reach the full UND student population.

This channel is used sparingly and only when the information cannot be effectively communicated through Student Life Weekly or other M&C-managed channels.

Messages must relate to institutional operations, critical academic or administration deadlines, or significant University initiatives requiring direct communication to all students. This channel is not intended for routine event promotion or communications affecting only a subset of students.

Submission Procedure

Student-wide email communications are coordinated by M&C and require prior approval from the vice president for Marketing & Communications (or designee).

Use of this channel is determined by M&C based on institutional priority, urgency, and audience impact.

UND Notifications Email

Channel Use & Eligibility

The UND Notifications email is a centrally managed communication channel reserved for presidential-level communications and other mission-critical messages of broad institutional impact.

This channel is intended for:

- Presidential or institutional-level announcements;
- Communications related to University safety, health, and wellbeing;
- Notices affecting all or major segments of the University community; and
- Other mission-critical information requiring broad institutional awareness.

The UND Notifications email is not intended for routine event promotion, unit-level messaging, fundraising solicitations, or communications directed to limited audiences.

All current students, faculty and staff are automatically included in the distribution database for the UND Notifications email. Distribution may be directed to all audiences or to any combination of the three audiences, as appropriate to the message.

The UND Notifications email may be used to amplify institutional safety communications when appropriate and does not replace official emergency notification systems.

Submission Procedure

The UND Notifications emails are coordinated by M&C and require prior approval from the vice president for Marketing & Communications (or designee).

Use of this channel is determined by M&C based on institutional priority, urgency, and audience impact.

UND Today

Channel Use & Eligibility

UND Today is the University's official news and storytelling platform (see [Related Information](#)). It is an editorial publication, and content is selected based on its relevance to broad University, regional or statewide audiences and alignment with institutional priorities.

UND Today may be used to disseminate presidential communications and other information of institutional importance as determined by M&C.

UND Today is not intended for routine event promotion, unit-level announcements or communications directed to limited audiences.

Submission Procedure

Story ideas may be submitted via email to UND Today (see [Contacts](#)) or through the Marketing & Communications Project Request Form (see [Forms](#)).

University Letter (U-Letter)

Channel Use & Eligibility

University Letter (U-Letter) is the official faculty and staff newsletter of the University of North Dakota and is distributed to UND faculty and staff email addresses (see [Related Information](#)).

The U-Letter is intended for communications of interest to or affecting faculty and staff and is not intended for communications directed exclusively to student audiences.

"In Remembrance" notices are published to inform the University community of the deaths of current students, staff and faculty or retired members of the UND community.

Submission Procedure

Content for consideration must be submitted through the University Letter "Submit a Story" form (see [Forms](#)) or by email to the U-Letter editor (see [Contacts](#)) in accordance with published procedures on the University Letter "Submit a Story" Guidelines website (see [Related Information](#)).

Requests to publish donated leave notices require prior approval from the Office of Human Resources (see [Contacts](#)).

In cases involving the death of a current student, faculty or staff member, publication requires

coordination with appropriate University offices and approval in accordance with institutional procedures.

RESPONSIBILITIES

<p>Division of Marketing & Communications (M&C)</p>	<ul style="list-style-type: none"> • Manages and oversees all M&C-managed communication channels. • Sets and applies eligibility, content, and submission standards. • Reviews, edits, approves, schedules or declines submitted content. • Determines the appropriate channel and audience for messages. • Maintains procedures and publishes guidance on the Communication Channels website. • Coordinates with senior leadership on mission-critical communications. • Reviews and decides appeals.
<p>Vice President for Marketing & Communications (or Designee)</p>	<ul style="list-style-type: none"> • Approves UND Notification emails and student-wide email communications. • Provides oversight for institutional-level communications and appeals.
<p>University Information Technology (UIT)</p>	<ul style="list-style-type: none"> • Manages the technical infrastructure of the campus digital signs. • Manages the technical operation of the My UND App and Communicate platform. • Supports departments that manage opt-in channels within the My UND App.
<p>Office of Human Resources</p>	<ul style="list-style-type: none"> • Approves donated leave notices before publication in University Letter.
<p>University Departments and Employees</p>	<ul style="list-style-type: none"> • Submits content on behalf of official University departments or units. • Ensures submitted content is accurate and complete. • Follows this policy and other applicable University policies. • Submits eligible events and institutional deadlines to the UND Events Calendar before requesting

	<p>promotion through other M&C-managed channels.</p> <ul style="list-style-type: none"> • Updates UND Events Calendar listings if details change or an event is canceled. • Obtains required approvals for sensitive content, such as In Remembrance notices in the University Letter.
Student Organizations	<ul style="list-style-type: none"> • Works through a designated University employee sponsor when required. • Ensures submitted content is accurate and complete. • Follows this policy and other applicable University policies. • Submits eligible events to the UND Events Calendar before requesting promotion through other M&C-managed channels. • Updates UND Events Calendar listings if details change or an event is canceled.
Community Members at Large	<ul style="list-style-type: none"> • Ensures submitted content is accurate and complete. • Follows this policy and other applicable University policies. • Submits eligible events to the UND Events Calendar before requesting promotion through other channels. • Updates UND Events Calendar listings if details change or an event is canceled. • Obtains required approvals for sensitive content, such as In Remembrance notices in the University Letter.

RELATED INFORMATION

- [Brand Standards](#)
- [Communication Channels](#)
- [Cultural Awareness Promotional Guidelines](#)
- [Digital Signage](#)
- Flagship Social Media Channels:
 - [Facebook](#)
 - [Instagram](#)

- [Instagram Student Life](#)
- [LinkedIn](#)
- [TikTok](#)
- [YouTube](#)

- [My UND App](#)
- [My UND App Communicate Guidelines](#)
- [SBHE Policy 401.1 - Academic Freedom](#)
- [SBHE Policy 503.3 - Student Political Rights](#)
- [Social Media Guidelines](#)
- [Texting Terms and Conditions](#)
- [UND Events Calendar](#)
- [UND Events Calendar Guidelines](#)
- [UND Today](#)
- [University Letter](#)
- [University Letter "Submit a Story" Guidelines](#)
- [UND Policy – Administering Timely Warnings](#)
- [UND Policy – Alcohol and Drugs](#)
- [UND Policy – Brand, Identity & Licensing Management \(pending\)](#)
- [UND Policy - Change in University Operating Status](#)
- [UND Policy – Distribution of Information through Posters, Fixed Exhibits or Chalking](#)
- [UND Policy – Emergency Response and Evacuation](#)
- [UND Policy – Political Activities](#)
- [UND Policy – Social Media](#)
- [UND Policy – University Website](#)

FORMS

- [Digital Signage Request Form](#)
- [Marketing & Communications Project Request Form](#)
- [My UND App Support Ticket](#)
- [UND Events Calendar Submission Form](#)
- [University Letter "Submit a Story" Form](#)

APPENDICES

There are no appendices associated with this policy.

Approval Signatures

Step Description	Approver	Date
Campus Comment	Jennifer Rogers: Director of University Policy	Pending
Executive Council (1st Reading)	Jennifer Rogers: Director of University Policy	05/2026
Policy Advisory Group	Jennifer Rogers: Director of University Policy	05/2026
Policy Office	Jennifer Rogers: Director of University Policy	04/2026
Policy Owner	Jennifer Swangler: Assoc Dir Mrktng&Creative Svcs	04/2026

COPY