University Policy 10050

Third-Party Communications and Marketing Services

Effective Date

September 16, 2022

Responsible Party

Office of Communications and Marketing, (208) 426-1577

Scope and Audience

This policy applies to all Boise State University colleges, departments, programs, groups, and budgetary units pursuing contracts with third-party marketing consultants, marketing research firms, social media consultants, advertising agencies, graphic design firms, or web design firms for digital communications and marketing purposes that promote the University's brand. For information on the university’s brand standards, see University Policy 10000 (Brand Standards).

This policy does not apply to student organizations or to Human Resources for recruitment activities.

Additional Authority

- University Policy 8040 (University Web Policy)
- University Policy 8060 (Information Privacy and Data Security)
- University Policy 8140 (Information Technology Accessibility)
- University Policy 10000 (Brand Standards)

1. Policy Purpose

To ensure departments and units receive approval for third-party communications or marketing services in order to properly portray, promote, and protect the University’s brand and reputation.
2. Policy Statement

Boise State University recognizes that the utilization of trusted vendors is essential for ensuring financial responsibility, data security, and the consistent application of the university’s brand identity. Marketing and Communication activities that are completed by a party external to the university require additional review by the Office of Communications and Marketing to ensure the highest standard of adherence to policy.

3. Responsibilities

The Office of Communications and Marketing is responsible for working in partnership with key university administrators and stakeholders who have official responsibilities that include developing and managing marketing and communication agreements and contracts between the university and external entities.

4. External Communications and Marketing Services

a. Any department or unit wishing to pursue a contract for communications and marketing services with a third-party vendor must first submit a proposal in writing to either the Chief Communications and Marketing Officer, or designee, or the University Brand Committee at brand@boisestate.edu for review and approval.

b. Vendors selected for third-party web services, including landing pages and campaign websites, must be approved by both the Chief Communications and Marketing Officer, or designee, and the Director of Web Strategy in writing as detailed in University Policy 8040 (University Web Policy).

c. External communications and marketing services include, but are not limited to:

- Publications (including print and electronic)
- Institutional branding, logos, unit graphic identity
- Digital assets
- Advertising (the term advertising includes traditional media channels — TV, radio, billboard, magazine, newspaper, etc.), as well as marketing communications that utilize news media channels, including websites, digital ads, email solicitations, product placement, and other activities.
- Marketing analytics
- Search engine optimization (SEO)
- Media relations (distribution of press releases, development of external newswires, faculty expert databases, and all other activities related to media relations)
- Institutional videos
- University webpages
- Official University social media accounts

4.1 Accessibility

All digital content used for University communications and/or marketing purposes must comply with accessibility requirements as detailed in University Policy 8140 (Information Technology Accessibility).

4.2 Third-Party Access to Public Website Analytics

All third-party requests for access to University-owned analytics data must comply with information privacy and data security requirements as detailed in University Policy 8060 (Information Privacy and Data Security). The University may not sell or otherwise provide non-anonymized tracking data to third-parties beyond what is required for technology operations.

5. Related Information

University Brand Committee Contact Information
brand@boisestate.edu

University Brand Standards
https://www.boisestate.edu/communicationsandmarketing/brand-standards/

Last Review Date