TEXAS ★ STATE ®
ENGLISH

NEWSLETTER

An unsorted digest of department-related news (known as the "*Miscellany*") is distributed via internal email communication. Going forward, news assembled for individual *Miscellany* dispatches will be collated and organized into a public **newsletter** that appears at regular intervals on the department's WordPress site: https://txstenglish.wp.txstate.edu/

The WordPress-hosted **newsletter** is the primary means of communicating department news because it is **accessible** to members of the department and to the public regardless of social media use. Anyone can view/subscribe to the newsletter via the WordPress site, which is linked above and on the department's home page. Announcements about/links to updated newsletters will also appear in *Miscellany* emails and on social media.

NEWS SUBMISSION FORM

To submit career-related news, students, alumni, and faculty should use the **"TXST ENGLISH News Submission Form"**: https://www.english.txst.edu/about/department-newsletter/department-newsletter-submission.html This form is also linked on the landing page of the department website.

The submission form routes information to an email account accessed by members of the Communications and Publicity Committee (hereafter "Comms Committee"), who also manage social media.

Please provide at least 2-3 weeks in advance if submitting news about timely achievements/events. Submissions may be considered for curated social media posts and/or for submissions for the Newsroom/Media Relations office. If so, members of the Comms committee will reach out for additional information. For more about social media posting, please see the next page.

Faculty should also use the submission form if they have ideas/recommendations about student and alumni achievements to feature, as well as "course spotlights" (see below).

GENERAL GUIDELINES: UNIVERSITY/DEPARTMENT BRANDING

Department communications (physical media, digital signage, social media graphics, etc.) should adhere to university guidelines for typography, color, image selection, accessibility, and other brand assets outlined/linked here: https://brand.txst.edu/

Department communications should include the official logo in its correct format/dimensions. Department support staff/members of Comms committee will advise selection (e.g., choosing print/web versions, determining color contrast, etc.).

SOCIAL MEDIA

The university has policies and guidelines that govern all official social media accounts. The College of Liberal Arts is also adopting policies to address college communication goals, which **prioritize student and alumni outreach**. Please see the next page for information about individual platforms.

In accordance with university guidelines for "best practices," COLA advises departments to post 2-3 times a week. COLA also recommends "curated posts," which involve selecting, planning, and scheduling content weeks and months in advance.

CONTENT FOR CURATED POSTS

- Events tied to university calendar, e.g., first day of classes, finals, etc.
- Department-sponsored events, especially student-oriented events on campus
- Program promotion (see section below re: "Course Promotion")
- "Course spotlights": extraordinary classroom experiences, e.g., a guest speaker, experiential learning project, study abroad, etc.; Comms committee will advise
- Student/Alumni achievements (at discretion of Comms Committee)
- Faculty achievements (at discretion of Comms Committee/department Chair)
    - Publication of faculty-authored/edited book by national/international press
    - Major award from state, national, international professional organization
    - Media features in state, national, international public-facing outlets, e.g., *The New Yorker,* the AP*, The New York Times, The Los Angeles Review of Books, The Conversation*[1]
    - Others at department Chair's discretion

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[1] The university maintains an institutional membership with *The Conversation*, and this outlet has strong support from university administrators, especially the office of the Vice President for Research.

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INSTAGRAM

Audience

Based on analytics: incoming/current students; alumni; administrators; faculty

What we post

See "Content for Curated Posts" above

What we *may* share

Posts from university accounts (e.g., COLA, UWC) with content relevant to the department and that adhere to university guidelines for social media practices

FACEBOOK

Audience

Based on analytics: current faculty; retired faculty; alumni; some parents

What we post

- See "Content for Curated Posts" above
- Department-sponsored events using Facebook's event function
    - Images must adhere to [university guidelines for compliance](#) and department branding; members of Comms Committee will advise.

What we *may* share

Posts from university accounts (e.g., COLA, UWC) with content relevant to the department and that adhere to university guidelines for social media practices

TWITTER/X

Audience

Based on user interaction: administrators and the Newsroom/Media Relations; other audiences somewhat unclear given the nature of the platform.

What we post

Selection of curated posts/reels relevant to platform

What we *may* share (at discretion of Comms committee/department Chair)

- Posts from university accounts (e.g., COLA, UWC) with content relevant to the department and that adhere to university guidelines for social media practices
- The university does not limit the number of Twitter posts per week as it does for other platforms. If a post tags @TXSTEnglish, it will be considered for retweeting. You are encouraged to use a working link and/or [a university-and ADA-compliant image if using an image.](#)

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LINKEDIN

Audience

As of the drafting of this policy, the department's account is mostly engaging faculty and administrators; LinkedIn policies/practices are still in progress.

What we post

Selection of curated posts/reels relevant to platform

What we *may* share (at discretion of Comms committee/Chair):

- Posts from university accounts (e.g., COLA, UWC) with content relevant to the department and that adhere to university guidelines for social media practices
- Job opportunities, etc. relevant to English students.

COURSE PROMOTION

Course promotion is coordinated by department support staff and the Comms committee to increase coherence across platforms and to promote compliance with university policies and university/department branding.

As of the drafting of this policy, the Comms committee is reconsidering how to promote courses on social media. COLA advises against posting about individual courses, and we are limited by the number of posts we are allowed to make a week.

For digital signage and flyers to promote your course, please email support staff, and they will begin coordinating with members of Comms committee.

COURSE PROMOTION: IMAGE SELECTION

- Image must be in the public domain, e.g. Wikimedia Commons or Pexels, OR you must hold copyright/have permission from copyright holder. See [university policy re: image use.](#) Exception: book covers have clearer fair use allowances for educators
- Image must be high resolution and recognizable to students, i.e., immediate representations of the course content
  - Literature courses: faculty are encouraged to select author photos from Wikimedia Commons and/or book covers, which have clearer fair use allowances when the book is taught in a course
  - Writing courses: faculty are encouraged to use images of students from the university's image repository, Canto
- Faculty can take/plan pictures of books they teach/plan to teach; please reach out to a member of the Comms committee if you are considering taking pictures of students in a current class, so we can talk about permissions.