



# TARLAC STATE UNIVERSITY COMMUNICATION POLICY

TSU-PAI-GL-01

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Effectivity Date : August 30, 2021

## 1. DESCRIPTION AND PURPOSE

This communication policy is created to contribute further to the quality management system of Tarlac State University, particularly on the standardization of communication. This document contains guidelines on internal and external communication guided by ethics and social responsiveness which leads to the enhancement of the institution's public image.

Furthermore, this policy reiterates and upholds TSU Memorandum Order No. 67, s. 2018 titled "Policies and Procedure on Official Communications" (see attached) which includes Records Creation (Internal & External), Records Dispatch Management, Retrieval of Request, Security Measures in the Handling of Records, and format of issuances (i.e. Administrative Order, Memorandum Order, Memorandum Circular, etc.).

The Office of Public Affairs shall oversee the implementation and monitoring of this communication policy.

## 2. DEFINITION OF TERMS

To arrive at a common understanding of this policy, the following definitions shall be applied:

1. Authorized Person/s - director and staff from the Office of Public Affairs.
2. External Communication - print/audio/video/digital materials disseminated to external stakeholders.
3. External Stakeholders - government agencies, university partners and linkages, non-government organizations, parents, and other interested parties of the university who are the target of external communication.
4. Internal Communication - print/audio/video/digital materials disseminated to internal stakeholders.
5. Internal Stakeholders - officials, faculty, personnel, and students of the university who are the target of internal communication.
6. Media/Press - partners of the university which delivers news to the general public through print media (newspapers, magazines), broadcast media (radio, television), and new media (online newspapers, social media news releases).
7. Online Communication - news and information dissemination through the official social media pages of the university (Facebook and Twitter) and the TSU website.
8. Requesting office/s - TSU offices, organizations, publications, and other partner agencies/companies.

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Director

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University President



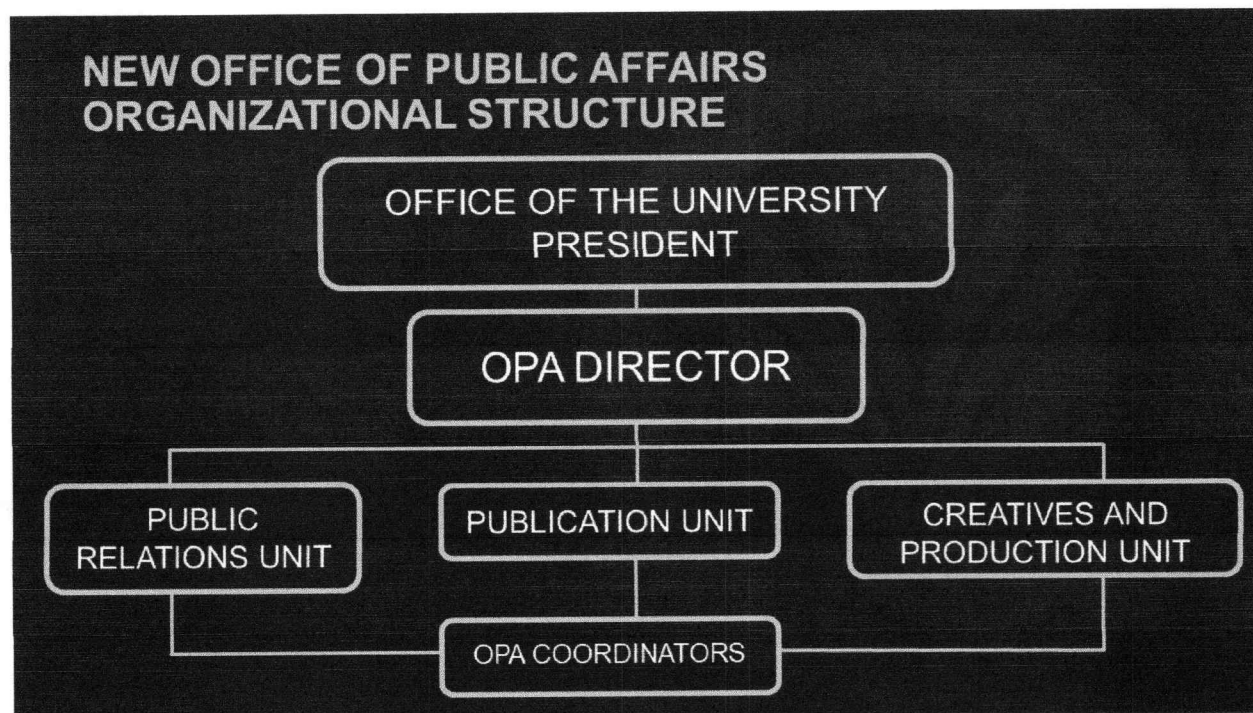
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### 3. STRUCTURE OF THE OFFICE OF PUBLIC AFFAIRS



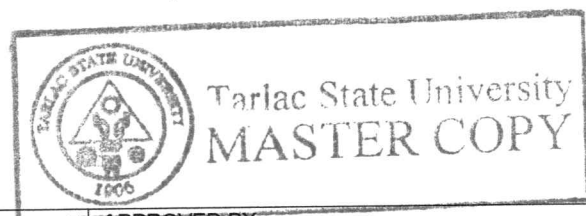
### 4. POLICY STATEMENTS

#### 1. Public Relations

##### 1.1 Official Communication Platforms

- TSU officials, faculty and personnel shall use their TSU email ([name@tsu.edu.ph](mailto:name@tsu.edu.ph)) for official internal and external online communication.
- For printed communication (i.e. letters, memoranda) which needs contact information, particularly email address, the TSU email shall be used.
- Official dissemination of information relevant to the university, including its offices and colleges, shall be done through the TSU website ([tsu.edu.ph](http://tsu.edu.ph)), TSU Office of Public Affairs Facebook page ([facebook.com/opaitsu](https://www.facebook.com/opaitsu)), TSU Twitter account (@tsu\_official), and TSU YouTube channel (<https://bit.ly/3rs3FJg>).
- Official email address of the OPA is [opai@tsu.edu.ph](mailto:opai@tsu.edu.ph). Inquiries, complaints, and the like can be sent to [helpdesk@tsu.edu.ph](mailto:helpdesk@tsu.edu.ph).

##### 1.2 Internal and External Stakeholders



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- Press releases/official statements and announcements/advisories of the university (including but not limited to university matters, natural disasters, fire, health or medical crises, threats, protests) shall be issued by the OPA-Public Relations Unit in coordination with concerned offices/units/colleges and upon the approval of the University President.
- College Coordinators for Public Affairs and designated personnel in offices shall provide assistance to the OPA in communicating with internal and/or external stakeholders especially on information and/or data related to their respective colleges or offices.
- If the OPA-Public Relations Unit receives a communication intended for a specific college/office, the unit shall forward the communication to the Office of the University President, through the Records and Archives Unit, for proper endorsement.
- If the OPA-Public Relations Unit receives inquiries/concerns specific to a college/office, the unit shall forward such to the college/office concerned.
- The OPA-Public Relations Unit shall create publicity materials (i.e., posters, brochures, online advertisements) for the university with the help of the Creatives and Production Unit.
- The OPA-Public Relations Unit shall be the focal unit for requested information under FOI (also known as FOI Receiving Officer).

## 1.3 Government Institutions

- The OPA-Public Relations Unit shall serve as the liaison between TSU and government institutions for matters involving communication, if necessary.

## 1.4 Media/Press

- The OPA-Public Relations Unit shall be the only authorized person/s to transact and communicate with the media/press especially on matters involving the university's image and reputation.

## 1.5 Posting of Print and Social Media Materials



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- The OPA, through the Public Relations Unit, shall review, supervise, and monitor the posting of print and social media materials of colleges and offices (excluding student councils, student organizations, and student publications which shall be regulated by SAS). Such posts must not prejudice the image of the university.
- Materials for posting at TSU premises and the OPA Facebook page shall be reviewed based on:
  - content, if it is harmful to the university's public image or if it is defamatory or discriminatory to others;
  - layout, for purposes of uniformity and proper use of logos; and
  - overall aesthetics. Identity of colleges/offices shall be taken into consideration in the review.
- Materials for posting could be addressed to internal or external stakeholders, or both.
- Requesting office/s shall submit a soft copy of their material/s for posting (except notice of job opening, invitations to bid, and the like) within TSU campuses and on social media through Microsoft Forms (<https://bit.ly/39Z8DVC>). Once reviewed, the OPA shall notify the requesting office/s via email if the material has been approved for posting or is subject to revisions.
- If the material is for printing, the requesting office/s shall visit the OPA for final approval (with stamp and signature) after the reviewed material has been printed. If the material is for social media, such can be posted immediately after receipt of email indicating final approval.

## 2. Publication of University News

- 2.1 The OPA, through the Publication Unit, shall be the only authorized person/s to cover events/activities and release news on university events and activities.
- 2.2 Exceptions to this are the student/college publications (i.e., The Work) which are under the supervision of the SAS.



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2.3 The OPA-Publication Unit shall provide the necessary and relevant information to student/college publications upon their request.

2.4 For news coverage of college-based events/activities, the College Coordinators for Public Affairs shall provide the news writeup or information needed subject to final proofreading of the TSU Bulletin Editor-in-Chief (OPA Director) or Associate Editor (Publication Unit Head).

### 3. Production of University Audio/Video Materials

3.1 The OPA, through the Creatives and Production Unit and Publication Unit, shall be the only authorized person/s to take photos and videos for university materials and news.

3.2 The OPA, through the Creatives and Production Unit, shall be in charge of the production of all university-wide audio/video materials.

3.3 For audio/video materials which are specific to offices/colleges, the OPA shall provide technical assistance on concept, storyboard, script, camera handling, and editing.

3.4 The OPA-Creatives and Production Unit shall provide assistance on videoconferencing and livestreaming needs, particularly on title cards, camera handling, software management, and/or lighting (if available).

3.5 The OPA-Creatives and Production Unit shall be in charge of the final layout and publication of the TSU Annual Report.

3.6 In the event that colleges and/or offices will need copies of photos and/or videos shot and produced by the OPA, they shall fill out an online request form through Microsoft Forms (<https://bit.ly/3xN1seg>) subject to the review and approval of the OPA director.



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