



## Marketing & Outreach – 'Canes Community Webpages

### OVERVIEW

Each 'Canes Community has a webpage on the UM Alumni Association website. The 'Canes Community webpages are an important and effective medium to provide information such as event details, social media links, photo albums, and 'Canes Community contact information to your 'Canes Community's constituents.

### 'CANES COMMUNITY WEBPAGE ACCESS REQUIREMENTS

A maximum of two (2) 'Canes Community Executive Board members from each 'Canes Community may have administrative access to their 'Canes Community's Webpage. Users with administrative access must be University of Miami alumni.

**Important: Users with administrative access are responsible for ensuring that all 'Canes Community website guidelines are followed on behalf of the 'Canes Community. It is strictly prohibited for users with administrative access to give their access to an unauthorized user.**

### 'CANES COMMUNITY WEBPAGE TRAINING

For training on how to edit/update your 'Canes Community's webpage, please contact Andy Vittor at 305-284-2108, or by e-mail at [avittor@miami.edu](mailto:avittor@miami.edu).

### TERMINATION OF 'CANES COMMUNITY WEBPAGE ACCESS

All 'Canes Community Executive Board members with administrative access to their 'Canes Community's webpage are subject to having their access terminated by the UM Alumni Association for non-compliance with 'Canes Community webpage guidelines.



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### GUIDELINES

- Information/content posted on 'Canes Community webpages should only pertain to the promotion and announcement of UM or 'Canes Community sponsored events and programs. This forum is not meant for personal messages or commentary of any kind. It is important to remember that you are reaching a wide variety of constituents and you should use discretion in all of your outreach.
- 'Canes Communities are required to keep their webpages up-to-date with upcoming event information, photos, social media links and 'Canes Community contact information. For many constituents, viewing a 'Canes Community's webpage is their first impression of the 'Canes Community and it is a missed engagement opportunity if the webpage is not up-to-date. If you need assistance keeping your 'Canes Community's webpage up-to-date, please contact your 'Canes Community's UM Alumni Association Regional Engagement Staff Liaison.
- To ensure consistency in branding, please refer to the 'Canes Community Communication Style Guidelines for information about what are the correct University of Miami logos, colors, institution name and UM Alumni Association 'Canes Community chartered names/official logos to use on your 'Canes Community's webpage.
- The following items are not acceptable for inclusion on 'Canes Community webpages:
  - Offensive language or images.
  - Images depicting illegal behavior, such as underage drinking.
  - Self-promoting or providing advertising links to businesses.
  - Language, images/videos depicting the University of Miami or UM Alumni Association in a manner that does not adhere to UM Alumni Association standards.
  - In accordance with NCAA compliance requirements, 'Canes Communities are strictly prohibited from using the likeness of or referring to prospective student-athletes and/or current student athletes in any type of 'Canes Community marketing/outreach medium. *\*Please refer to the [NCAA Compliance Section](#) for more information.*