

## Texas A&M Forest Service Communications Roles and Responsibilities

Communication Activity	Authority or Responsibility			
	Prepare, Create, Contract for or Perform	Review or Approve	Publish or Distribute	Monitor
Communications guidance for TFS staff and leadership	1,3			
Communications procedures and guidelines	3	5	5	1
Communications standards (e.g. style guides, templates)	1			
Communications training for TFS staff	1,2			1,3
Communications leadership in SGSF and TFA	1			
Communicate with Media members	1, 2, 4			1
Coordinate with AgriLife & A&M System Communication staffs	1			
Director's Presentations	1			
Effectiveness Assessments				
• Use of communication mediums	1			3
• Communications	1			3
Graphic Design	2, 4	1, 2	2,4	1, 2
Marketing & Communications Advisory Committee				
• Member	1, 4	5		
• Chair	4	3		
Newsletter (internal)	2, 4	2	2	1
Photography	1, 2, 4			
Planning				
• Annual Communications Plan	3	5	1	1, 3
• Strategic Communications Plan (3-5 years)	3	5	1	3
Press Releases				
• Director's Office	2	1	2	1
• FRD and FRP Divisions	2, 4	1, 2 or 4	2	1
Program information	4	4	4	
Publications				
• Agency	2	1		
• Divisions/Departments/Programs	2, 4	2, 4		

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Social Media Content Maintenance				
<ul style="list-style-type: none"> <li>• Agency - Facebook page, Twitter, Flickr, YouTube</li> <li>• Program - Facebook page</li> </ul>	2, 4 4	2 4	2 4	1, 2 1, 2
Talking Points (for staff use)	1, 2	1, 2, 4	1, 2	1, 2
Videos	1, 2, 4	1, 2	1, 2 or 4	1
Website Content Maintenance				3
<ul style="list-style-type: none"> <li>• Director's Office pages</li> <li>• FIAD pages</li> <li>• FRD and FRP pages</li> </ul>	2 4 4	2 4 4, 2	2 4 2	1 4 1, 2, 4

- 1 – Communications Manager
- 2 – Communications Office staff
- 3 – Marketing & Communications Advisory Committee
- 4 – Division, Department or Program staff
- 5 – Executive Team

Notes:

1. As the Communications Manager gains a greater comfort level that departmental staff create quality products and adhere to agency guideline and standards, the review and monitoring efforts will decrease.
2. Reviews conducted by Communications staff are for compliance with standards, not accuracy of technical content.