

## Promotions on University Social Media

As the nation's 6th largest university with over 50,000 students, 800 student organizations, and 300,000 former students, we are unable to accommodate all requests to promote events, products, and programs through the university's social media inventory. At this time, our university social media inventory is limited to selected ***university-sponsored*** events, programs, and key messaging that appeal to a university-wide audience and support the university's core values. Therefore, we are unable to offer advertising on our social media channels to vendors who wish to market their products or events to our students. From time to time, we may feature business partners who help sponsor a university-wide program or event on our social media. To preserve the organic, non-marketing feel of our social media channels, these features of pre-approved business partners may include mentions in photos, product giveaways or shout outs in an organic, non-marketing way. However, the activities of those business partners involving university-wide events and programs must receive prior approval by the Texas A&M Trademark & Licensing Department before being considered by the university's Director of Social Media.