Institutional Communication Protocol for Hate Incidents Involving the BGSU Community

General Guidelines

A. The Procedures:
   1. An institutional communication response will be determined on a case by case basis.
   2. The Office of Marketing and Communications will take the lead with the development and dissemination of the response. No institutional response may be issued without review and approval of Marketing and Communications.
   3. When an institutional communication is deemed appropriate, Marketing and Communications will consult with the President, the Office of Equity and Diversity, the BGSU Chief of Police, a representative from the targeted group/or person (if such a person is identified), and other appropriate parties/offices.
   4. The Office of Marketing and Communications, in consultation with the individuals listed above, will make the final determination of the venue in which the institutional communication will be posted.
      a. Options may include:
         i. Mass email
         ii. Facebook
         iii. Twitter
         iv. BGSU homepage
   5. The response may include periodic updates as appropriate if new information develops.

B. The goal is always to inform the BGSU community and provide support for the targeted person/persons as quickly as possible. The wishes of the victim(s) will be taken into consideration in determining what, if any, response is appropriate.