CONSERVATORIO
DE MÚSICA DE PUERTO RICO
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Internal Procedure Manual for Requests

of Publications in Social Networks

This manual establishes the guidelines and procedures for the request, creation, and publication of content in the social networks of the Conservatorio de Música de Puerto Rico. The objective is to ensure that all publications maintain coherence with the institutional values and are carried out in an orderly and efficient manner.

- **1. Lead Time for Publications**
- **Deadline for requesting publications: Requests to post on social media must be submitted at least 72 hours in advance of the planned postdate. This deadline ensures that content can be reviewed, edited and approved in time.**
- **2. Requirements for Publication Request**
- **Necessary Information: such as title, summary of the event, participants and essential details.**
- **Event details:**
- **Images/Photos: At least one image or photo relevant to the publication must be included. The images must be of high quality and have the necessary rights for their use, in JPG format (logos or illustrated images can be in PNG format).**
- **Context: It is essential that the request includes the context of the publication, that is, the purpose of the publication, the intended audience and any important details that must be considered to adapt the content to the specific situation.**
- **Master Classes: To carry out adequate coverage of the master classes, it will be necessary for the information to be previously evaluated by the activities office and you must have signed the Subject Authorization to be able to publish the photos. It is very important.**

3. Coverage of Events and Activities

- Coverage: Activities will be covered only with photos (videos may be considered on exclusive occasions). To use the images taken by the institution, the corresponding credits must be given to highlight the work and visibility of the Conservatory.

- Anticipation for event coverage: For requests for social media coverage of events, activities, or any relevant event, the request must be sent at least two weeks prior to the date of the event.

- An evaluation will be carried out for each publication to corroborate that it is in accordance with the design guide or “branding” and the institutional regulations. If your request for coverage is approved, you will be able to view it in the semester media plan.

- The request should include all relevant information about the event, such as date, time, place, participants and objectives of the event, to prepare the appropriate coverage and materials.

- Most of the activities that are required to be covered are all those included in the Billboard of the Semester made by the Activities Office Admissions Office's bulletin board and recruitment activities (includes: orientations, open houses, open rehearsals and school visits). Activities not promoted on the bulletin board will require submission of this application.

- To cover/promote activities outside of the CMPR, the application must be completed and emailed to the CMPR Development and Communications office. To be approved, it must fall under the publicity criteria.

- **Request for photos and/or videos:** If you wish to request photos and/or videos of your previous activities, you must request them exclusively via e-mail to the CMPR Development and Communications Office staff, during business hours (if possible, the requested photos and/or videos will be sent to you within 48 hours).

4. Review and Approval Process

- **Content Review:** All requested content will be reviewed by the social media management team. The content will be evaluated for quality, relevance and alignment with the organization's image and objectives.
- **Approval:** Once approved, the content will be scheduled for publication. If modifications are required, the social media team will contact the applicant to make the necessary adjustments.

5. Posting Guidelines

- **Appropriate Content:** Publications must be respectful, inclusive and aligned with the ethical principles and values of the organization. The publication of content that is offensive, discriminatory, or that violates intellectual property rights or copyrights is prohibited.
- **Responsibility of the applicant:** The person requesting the publication is responsible for ensuring that the content complies with legal and ethical regulations, especially regarding the rights to use images, text and other multimedia resources.

- **6. Exceptions and Emergencies:** In exceptional cases, when a publication is required urgently or outside the established deadlines, the social media team will evaluate the request on an individual basis, depending on the urgency and nature of the content.

Development and Communications Office

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