Regent University Blog & Article Guidelines

1. Introduction

1.1 Applicability: This policy applies to online published content affiliated with Regent University, including that published by departments, schools, institutes, centers, teams, clubs, or other organizations that use Regent University brand identification.

1.2 Overview: All material published on Regent web pages must reflect the [mission, vision, and values of Regent University](). University Marketing reserves the right to modify or remove any content that contradicts university policy. To avoid mistakes that could result in reputational, legal, or ethical issues, contributors must adhere to these guidelines in conjunction with all other information provided by Regent University regarding online conduct.

2. Legal

2.1 Applicable Law: University-related blogs and articles must follow all applicable federal and state laws, including [The Family Educational Rights and Privacy Act]() (FERPA), [The Health Insurance Portability and Accountability Act]() (HIPAA), [The Americans with Disabilities Act]() (ADA), and university policies. Any content or activity that violates these ordinances or contains the release of a student's private personal information is strictly prohibited.

2.2 Partisan Political Activity: As a 501c3 nonprofit, Regent University will not endorse or oppose, or provide support for or against, any candidate for public office. Leaders cannot make partisan comments in official organization publications or at official functions of the organization. These guidelines do not restrict contributors from speaking on important public issues such as abortion, sexuality, schooling, war and peace, crime, public morality, public finance, health, religious liberties, and similar issues of broad public concern or moral content. Contributors must follow the Political Activity policy in the [Employee Handbook]() and [Student Handbook]().

3. Administration

3.1 Approval for New Blogs: All university-affiliated blog sites must receive approval from Regent University Marketing ([marketing@regent.edu]()).

3.2 Management: Each department, school, or organization is responsible for assigning central

management to a manager(s) for its blog, creating a plan of action for blog management transition, and informing University Marketing of new or current managers. Content should remain up to date. University Marketing may archive stale content.

3.3 Contributors: Faculty and staff members may contribute to the university's publications by writing posts in accordance with these guidelines. While views expressed do not necessarily reflect the official positions of Regent University, content contributors on Regent-owned web properties still act as representatives of Regent University, and should comply with the University's Employee Handbook, Standard of Personal Conduct, University policies, and local, state, and federal laws. Review the Social Media and Social Networking Policy for Faculty and Staff section of the Employee Handbook for more about blog conduct.

3.4 Media Requests: Please report any external media requests to marketing@regent.edu.

4. Blog & Article Posting Process

4.1 Steps: When planning a new blog post or article, please follow these steps.

> **a.** Write and proofread your post.
> **b.** Submit your draft and any accompanying images to your blog manager or department head for review and approval.
> **c.** Once you've obtained approval, submit a University Marketing Job Request, including your drafted blog post or article and any accompanying images.
> **d.** Allow time for editorial review by Marketing and website publication by the IT department. If edits are minimal, your post will be published. If significant editing is needed, the draft may be returned to you to ensure you are aware of all proposed changes before proceeding.

5. Brand Alignment

5.1 Brand Identity: Contributors must adhere to Regent University's Brand Identity guidelines.

5.2 Editorial Style: Contributors should become familiar with and abide by Regent University's Editorial Style Guide when writing material for publication. In most cases, if an item is not addressed in Regent's style guide, the university follows Associated Press (AP) Style.

A few style tips:

- Use the Oxford/serial comma.
- Capitalize all titles of position.
- Place commas and periods inside quotation marks.
- In most cases, spell out numbers zero through nine, and use numerals for 10 and up.
- Do not add "st"/"nd"/"rd" to a date.
- Abbreviate months Jan., Feb., Aug., Sept. Oct, Nov., Dec. when used with a specific date. Spell out when using alone, or with a year alone.

- Use numerals and lowercase with periods for times (11 a.m., 3:30 p.m.)
- Spell out state names.
- When using an em dash (—), include a space on either side.
- Hyphenate compound modifiers before nouns, unless the first word is an adverb ending in "-ly."
- Be sure to use official Regent style when referring to the university's schools and degrees.
- Capitalize and italicize Regent's motto within body copy: *Christian Leadership to Change the World*

6. Blog & Article Content

6.1 General Guidelines: All Regent University content should:

- Honor the Lord
- Be biblically sound
- Align with Regent's [Statement of Faith](#)
- Support our mission: Regent University serves as a center of thought and action to provide excellent education through a biblical perspective and global context, equipping Christian leaders to change the world.
- Support Regent's vision to be the most influential, transformative Christian university in the world
- Be driven by Regent's values: Excellence, Innovation & Integrity
- Be written in Regent University's voice
- Speak life, provide inspiration, or offer encouragement
- Be respectful and professional

6.2 Safeguards for All Posts: Writers must adhere to the following requirements.

- This disclaimer should appear on each post: "Editor's Note: The views and opinions expressed in this article are those of the author and do not necessarily reflect the official policy or position of Regent University, its faculty, administration, or affiliates."
- All content must be reviewed for accuracy, propriety, spelling, grammar, and style — first by the respective department and then by University Marketing.
- Do not breach confidentiality. Do not reveal confidential intellectual property or information owned by Regent University. Do not give away confidential information about an individual or organization. Do not discuss the university's internal workings (such as agreements or future business plans that have not been communicated to the public).
- Do not write anything that could be considered discriminatory, bullying, or harassing.
- Do not make offensive or derogatory comments relating to sex, gender, race, nationality, disability, religion or belief, sexual orientation, or age.
- Do not criticize or argue with students, colleagues, partners, or competitors.
- Do not make defamatory statements about individuals, organizations, or groups.
- Do not use images that are inappropriate or links to inappropriate content.

- Do not breach copyright. Do not use someone else's images or content without permission. Acknowledge where permission has been given. Links to source material are required.
- Do not separate and use elements of Regent University's or any other organization's official branding.
- Do not use profanity of any kind.

6.3 Additional Guidelines Regarding Sensitive (Political, Racial, Social) Topics

While it's generally recommended to avoid addressing delicate topics that can be divisive, there is also a time for Christians to stand for truth and advocate for godly principles. It is imperative that controversial subject matter be approached in a Christlike manner. Within blog posts, Regent University representatives must handle sensitive issues with the utmost care.

Please refrain from:

- Making any endorsements or using endorsing language
- Making any oppositions or using opposing language
- Speaking on behalf of the university
- Using any hate symbols (examples: Nazi, communist, Confederate flag, or anti-Antifa symbols)
- Using imagery of weapons unless wielded by law enforcement or military personnel in a rested position
- Using imagery of inappropriate use of the American flag according to U.S. Flag Code
- Linking or advertising a political candidate's campaign

We encourage you to:

- Review Regent University's Foundational Commitments
- Consider how to create content that shows love to all people groups
- Ask University Marketing for guidance if unsure about any content

Regent University reserves the right to alter, update, or add to this policy at any time. Violation of these guidelines could result in the removal of content or administrative access, or disciplinary action. For questions or concerns, visit regent.edu/marketing or contact marketing@regent.edu.