



UNIVERSITY OF
MARYLAND

EXTENSION

Solutions in your community

**Marketing and Communications
Standards Manual**

Marketing and Communications Standards Manual

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Marketing and Communications Standards Manual

Introduction

University of Maryland Extension is part of a world-class, land-grant institution and embodies the spirit and characteristics of the larger University of Maryland. Branding helps people understand what University of Maryland Extension stands for and helps show our relationship to the University.

A brand is the expectation that people have when they use a company or organization's product or service. While brands are often associated with logos, a true brand is much more emotional. The University of Maryland Extension brand isn't a logo or tagline, it is what our clients expect from us when they attend our programs, visit our offices, or use our educational materials. To better convey what University of Maryland Extension stands for, we strive to communicate our brand in all that we do and say.

As the outreach arm of the institution, University of Maryland Extension takes pride in being the local connection to campus with an office in every county and Baltimore city. And while University of Maryland Extension is local, we provide the citizens of Maryland with countless learning opportunities thanks to our connections to other land-grants and networks. The significance of this role is part of the brand that we would like for our clients and stakeholders to appreciate and value.

This document assembles visual elements and guidelines that will help define the University of Maryland Extension brand. These elements, when used in our communications, work together to create the brand experience for clients, faculty and staff, and stakeholders. Our goal is that people will better understand and value University of Maryland Extension when they use our publications and other communications.

Why is this uniformity important?

A strong identity is critical to the success of any organization or product. How we market our programs individually and at the local level can help, or hurt the promotion of our brand, our organization as a whole.

It is our goal to create and maintain a system that allows for this cohesive promotion statewide; thus ensuring that whether one lives on the Western shore or in the Northeast corner, UME is recognized for the excellent educational programming that we provide in our communities.

Using the Marketing and Communications Manual

This manual will help you use the guidelines easily and accurately. Your careful attention to these specifications will ensure consistent quality.

For more information about the Marketing and Communications Standard Manual please contact your Area Extension Director.

Resources provided

This manual as well as all logos, templates and resources related to University of Maryland Extension marketing and communications is located on the wiki under UME Answers. It is also in AGNR Groups under Faculty and Staff then Print and Web Publishing.

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University of Maryland Extension Logo and Tagline

UNIVERSITY OF
MARYLAND
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Solutions in your community

Primary Logo

The logo consists of two parts: the words “University of Maryland Extension” in black and the tagline “Solutions in your community” in PMS 186 (red). This is preferred application in most instances.

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Secondary Logo

This logo is the same as the primary logo with exception of the tag line appearing black when color is limited. This would be used when there is only a one color option.

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EXTENSION
Solutions in your community

When printing on light backgrounds, use the primary logo.

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Solutions in your community

However, if it is a dark background then the entire logo should reverse out of the background appearing white (or paper color).

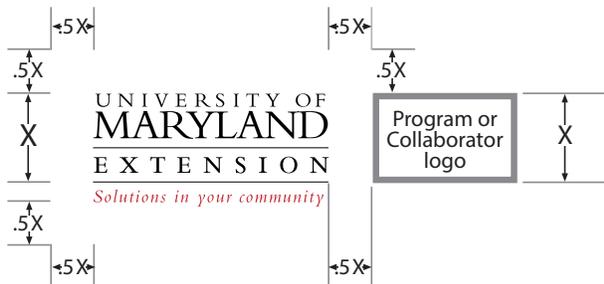
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Standard logo: Specifications



Size and clear space around logo

The UME logo should never be smaller than 1" wide. The unit of measure X is from the top of the UME logo to the bottom rule. The unit of measure around all 4 sides of the logo is half of X.



Primary logo used with program and/or collaborator logos

In all cases where the University of Maryland Extension logo appears with a program or collaborator's logo the UME logo should appear first. The program or collaborator's logo should be no larger than height of X and place at half of X away from the left side of the UME logo aligning at the top as shown.

Samples of the preferred typefaces:

Myriad Pro

Lent elit wisl eril ullaor
 sum quatet nonum
 erirur autat iusciduisl
 iustrud magna aliquis
 nit lor at. Icidebit ulpa
 vidipsam ende es idebit
 od ulligna turibus
 sundandis nobisci
 aspella ndendundam
 eum sum dit autatiist,
 eaquia entium adipici
 ipiendi.

Garamond

Lent elit wisl eril ullaor
 sum quatet nonum erirur
 autat iusciduisl iustrud
 magna aliquis nit lor
 at. Icidebit ulpa vidipsam
 ende es idebit od ulligna
 turibus sundandis nobisci
 aspella ndendundam eum
 sum dit autatiist, eaquia
 entium adipici ipiendi.

Preferred Typefaces

There are two typefaces that can be used for headlines and body text. They are the Sans-Serif – Myriad Pro and the Serif – Garamond.

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4-H Emblem and secondary color choices



	Pantone Matching System	CMYK	Web Colors	Where the color is from
	Gold	100% PMS 115	0/15/94/0	ffcc00 UMD
	Green	100% PMS 347	100/0/86/3	009933 4-H
	Blue	100% PMS 294	100/57/0/2	003882 Sea Grant
	Orange	100% PMS 151	0/48/95/0	f77f00 Nutrient Man.
	Lime Green	100% PMS 368	57/0/100/0	5BBF21 FSNE
	Gray	100% PMS Cool Gray 8	23/17/13/41	8B8D8E UMES
	Maroon	100% PMS 202	10/97/61/48	822433 UMES

Guidelines for the 4-H emblem

When using the 4-H emblem please refer to the link below which indicates the specific guidelines from the National 4-H headquarters that must be followed.

www.csrees.usda.gov/nea/family/res/pdfs/using_the_4h_name.pdf

Additional colors to be used with UME material.

The primary colors of Red (PMS 186) and Black are to be the prominent color choice.

The accent colors shown on the left are from secondary programs and both colleges, The University of Maryland and The University of Maryland Eastern Shore. The secondary colors can be used in a brochure, newsletter, annual report to give additional color to a marketing item.



Samples shown to the left illustrate various ways the secondary colors can be used.

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Incorrect use



The Primary Logo should NOT be distorted or modified.

When inserting the logo in various programs like Word, care should be taken to grab the selection box by its corners so the logo will not be distorted. Additionally, no extra modifications such as drop shadows, outlines, added elements or other effects should be applied or added to the UME logo



Do not include other marks with the UME logo unless authorized by administration to do so.



Never include the “dome” or “globe” over the logo as if it is a part of the logo. UME is to be a singular organization.

However, on the website of UME the University of Maryland globe appears to the right of the UME logo...as a co-branded effort. And University of Maryland Eastern Shore uses the UME logo first, followed by the UMES logo beside it, to the right to clearly connect with UMES.



Primary Logo used with secondary program logos shown incorrectly. See page 7 for the correct placement of secondary programs and collaborators.



Marketing and Communications Standards Manual

Communication

Answering the Telephone

Consistency in answering telephones is important in helping our clientele identify us. All UME personnel should answer the telephone by saying: "University of Maryland Extension, ____ County or ____ Research and Education Center. This is (NAME), how can I help you?" You may add a greeting or other information after first identifying UME and the location.

Recorded Messages

Recorded messages also need consistency. Use the following example and additional information as appropriate.

"Hi, you have reached (NAME), (TITLE) with the University of Maryland Extension, (____ County or Research and Education Center. "

I am away from my desk right now.....

I am out of the office on travel

Listings

Unit directors should ensure their unit is listed in telephone books, print publications, and associated websites under both the county and state government listings as University of Maryland Extension. Include all available telephone lines and distinctions, if any, to ensure clientele can find us easily. Please add the Home and Garden Information Center's phone number to each listing. For example:

County/City and State Governments, Web Listings, etc.:

University of Maryland Extension
County/City Name
Phone Number or Numbers
Maryland Home and Garden Information Center:
(In MD) 1-800-342-2507

Check your local phone book for the phone number of the business office of your phone company to request this change.

Introductions: Meetings, Webinars, Conferences

It is important that when we are conducting or facilitating a meeting, webinar, conference, field day, etc., that we introduce ourselves as University of Maryland Extension faculty and staff. Each employee is given a name tag identifying them with UME, please utilize this each time you make a presentation. Branded banners, name tags, folders, and other

marketing materials will help clientele understand who we are; but saying it reinforces a consistent message.

In Person Office Greetings

It is important to greet clientele who walk through the door with a welcoming message. Get in the habit of welcoming clientele and informing them of the office they have just walked into. Use a consistent greeting, for example: "Welcome to the University of Maryland Extension office for ____ County. How can we help you today?"

External Office

Signage

Each office must have an external sign identifying UME through use of the logo and county/city name. Additional co-branding is allowed:



Routine maintenance and upkeep of external building

- Lawn
- Sidewalks
- Parking lot
- Lighting
- Building exterior

Internal Office: Displaying our Professionalism

Signage

The addition of signage inside the office is encouraged to reinforce branding for clientele who may be there directly or indirectly for meetings.

Other items to consider: Have logos been updated?

Mandated EEO Statement paperwork that must be displayed in offices must be up to date. New documentation must be provided by the Human Resource Management Office when changes are made.

Flyers, Posters, Brochures, Bulletin Boards

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Communication

Office Appearance – Beyond the Front Door

Having a clean organized positive looking work environment sends a message. Every area of our office has a need for professionalism and enriches a good work environment. This applies to private offices, shared staff spaces and areas seen by the public.

What message does your overall office and personal office space send to clientele? Should UME be proud to put their name on the building?

Areas to consider:

- Reception areas
- Walls –are they cluttered with outdated, posters and flyers?
- Shelving that houses brochures and handouts – are they organized and easy to find for clientele.
- Are all items in view up-to-date, timely, relevant, and professional? If you host flyers for partners, 4-H clubs, or other collaborations, consider featuring them in a separate wall area or shelf from UME specific announcements.
- Overall building - regular maintenance is required
 - Do walls need to be painted, spackled
 - Items to be cleaned, repaired or replaced
 - ceiling tiles
 - light bulbs
 - carpets
 - windows

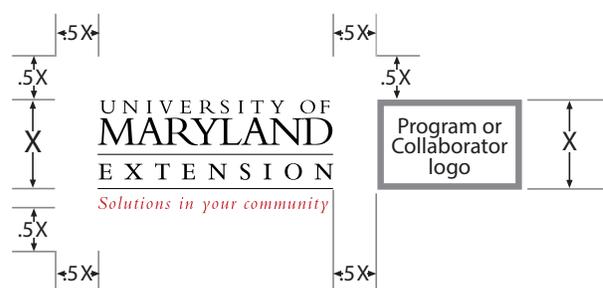
Do I have to use “University of Maryland Extension” on everything?

Yes. Every possibility for mentioning our name and every chance to include our logo should be used. Although we are an organization with little or no financial means for advertising, we do have many opportunities to reinforce our identity on printed material, on the web, and through a variety of other communications. The UME logo and name as well as any co-brand (4-H, Master Gardeners, etc.) should be clearly visible on all materials.

The first reference to our organization in printed materials, such as news releases or newsletter articles, should always be “University of Maryland Extension (UME).” Later references in the release or article, “UME” or “Extension” can be used.

What about collaborations?

Each collaboration is a unique working relationship between the parties involved. While it is certainly important to use the logo if at all possible, decisions need to be made on an individual basis. Sometimes it will make sense, sometimes it won't. If you have concerns, speak with your Area Extension Director or Assistant Director of Operations, Mr. Tom Miller.



Marketing and Communications Standards Manual

What Journalists Want: Interesting Stories

Members of the media are professionals with a job to do: to tell stories that their readers and viewers will find interesting and newsworthy. Many of us say we want to “use” the media to “educate” or inform the public, but that’s not a journalist’s job.

First, like any professional, journalists do not want to be “used”. Second, education and information are great, but they don’t always sell newspapers. Journalists are always looking for stories, but they won’t write one unless they think their audience will want to read or watch it.

Whether you’re trying to get the media to write a story, or the media want your reaction to one, remember what journalists consider to be the elements of a good story:

Impact

A story is interesting only if it affects real people. And in most cases, the more people affected, the more important the story is. Be prepared to show real examples of real people the news will affect.

Timeliness

News, as the name suggests, should be new. It also can be tied to a holiday (such as Independence Day), recent events (such as the State of Union address), trends (such as obesity in children), or something expected to happen (such as a bill being debated by the legislature). Be prepared to show how the story is new or tied to a current event.

Proximity

Something in your town or community is more newsworthy than something out of the state or out of the country. People are more concerned about things that happen close to home. If the topic is broader in scope they may want to read about how it will affect them or their community. For example, if there’s a natural disaster in another part of the country, you’ll probably see stories about the disaster’s impact here. Be prepared to show the local side of the story.

Conflict

The heart of any dramatic story is a conflict. Struggles between people, nations, or with natural forces make good stories. Be ready to show what is in conflict.

Unusualness

People or events may make interesting stories because they are unusual or bizarre. The old journalistic cliché is: dog bites man is not news, but man bites dog is news. But be careful: just because it’s unusual doesn’t mean it’s newsworthy. People often try to pitch a story by saying, “Nobody’s written about this before.” If they haven’t, then there may be a good reason. Be prepared to show why this is unusual and why readers should care.

Human Interest

People like stories that carry emotional impact, and stories that all of us, despite our differences, can relate to.

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What Journalists Want: Dependable Sources

Prominence

For better or worse, names make news. The bigger the name, the bigger the news. When appropriate, be ready to share the names of prominent people involved in the story.

These points are also very important considerations when you want to reach out to the media. See *Reaching Out to the Media*.

Journalists always work on deadlines. A story that breaks at 9 p.m. better be on the evening news or in tomorrow's paper. To complete stories on time, journalists often rely on sources and experts they know and trust to provide immediate, accurate information.

This means a good source can be depended upon to come through in a pinch. It also means a good source is knowledgeable and can convey that knowledge easily.

Think about this as building long-term working relationships with journalists. If a reporter had a good experience working with you for a story she wrote about soybean disease, she may contact you again when writing a story about spring floods that threaten agricultural land.

To be the reliable, dependable source that reporters seek, follow these guidelines:

Return Calls Promptly

Reporters are always writing on a deadline - for a reporter at a daily newspaper, that means return the call within minutes or hours, not days. Delays mean your side of the story may not be told.

Know Who You Are Talking To

Ask reporters who they work for and the nature of the story. A particular publication may have particular interests you can address.

Be Prepared

Review the topic and have notes. Depending on the deadline, it often is OK to ask reporters for a few minutes to gather your thoughts, organize some talking points, then call them back.

Know Your Message

Predetermine your main points and stick to them.

Put Things in Context

Briefly provide any relevant background or anecdotes that explain the problem or situation.

Use Everyday Language

Avoid jargon or specialized technical terms.

Slow Down

Be clear and concise and encourage reporters to ask follow up questions to clarify what you've said.

Don't Speculate

If you don't know the answer to a question, don't guess. Offer to get the answer later (if you can), or refer the reporter to someone who can provide the answer.

Be Honest

Never lie or stretch the truth (if your dishonesty is discovered, your credibility is lost).

You're Always on the Record

There's no legal obligation for a reporter to keep anything off the record. If you can't share it with the world, then don't say it. Never say, "no comment" - it can make it look like you have something to hide. Instead, you can say something like, "I'll check on that and get back to you" or "I can't answer that right now. When I have the information, I'll let you know."

Be Available

Offer to answer follow-up questions or help clarify problems that might develop as the story is being written and edited. Give the reporter your business, and possibly your home or mobile phone numbers if the story deadline extends past your work hours.

Be Realistic

A reporter's job is to get news, not necessarily to make University of Maryland Extension (or you) look good.

Preparing for TV Appearances

If a newspaper reporter calls you on the phone, you can probably get away with conducting an interview in your bathrobe. Even if you meet with the reporter in person, it probably won't make much of a difference if you stammer, take a long pause to think, or drum your pen on the table.

But all that changes for television. What you say and how you deliver it will be recorded on tape, and that means you need to make an effective presentation.

Interview Techniques

This section includes information on interview techniques, appearance, body language and visuals.

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What Journalists Want: Dependable Sources

You can help drive the interview and get your points across by remembering these techniques:

Before your interview, practice answering possible questions with short, simple answers.

Never memorize what you plan to say - canned remarks are easy to spot and don't always answer the questions asked.

Always try to guide the discussion back to your key points.

Smile.

Avoid one-word answers (yes, no, OK).

Don't be vague, obtuse, or wordy.

Avoid jargon - and if you must use it, explain it.

Never say "no comment" - it sounds like you're trying to hide something. If you have to decline to answer a question, make sure to give a reason (for example, "I can't pretend to speak for all the 4-Hers in my county").

Don't make reporters work to get answers. Supply the reporter with the right answers even if they don't ask the right questions.

Try to be upbeat and friendly.

Ask questions to make sure reporters understand what you're telling them.

Offer to answer follow-up questions.

Appearance

For better or worse, people are judged by their appearances. In general, if you're going to appear on television, look professional.

In addition, there are some clothing choices that don't work on TV:

Don't wear solid, bright red clothing.

Avoid stark contrasts like a dark jacket with a white shirt.

Don't wear clothing with thin stripes, busy plaids, or thin-patterned herringbones; these patterns look blurry on a television screen.

Avoid wearing large, shiny jewelry or bracelets that jangle.

Don't wear sunglasses or glasses that darken in the sun or under spotlights.

Women should avoid short skirts, especially for seated interviews.

Don't wear a hat.

Body Language

The way you sit, talk or move often tells a viewer more than the words you say. When appearing on television, keep the following things in mind:

Slow Down

Make sure you speak at a speed that allows viewers to understand your message.

Avoid Sitting or Standing Motionless

On the other hand, don't move excessively.

Keep your Hands at Your Sides or Gesture Briefly

Hand movements can look exaggerated on screen, but don't grip the chair either.

Smile

TV accentuates good and bad facial expressions.

Look at the Interviewer, Not the Camera

Concentrate on looking directly at the person and block out the peripheral activity (if you look away, you'll appear distracted).

Don't Shift Your Eyes

Don't do this even during questioning - when you look down, stop talking.

Don't Drum Your Fingers, Wiggle Your Feet, or Cross Your Legs

It can make you appear nervous.

Don't Nod to Indicate You Understand the Question

Nodding may signal agreement with a point you don't hold

Remove Everything from Your Pockets Just in Case

Visuals

Visual aids can make TV interviews more interesting. When possible, offer to supply visual elements the producers can use.

Some studios can incorporate slides into interviews or use videotapes. However, make sure your visuals are high quality. Amateurish and sub-par visuals look bad and will not be used - worse, they can make you look bad. Whenever possible, ask the television producer what visuals will or will not work.

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Affirmative Action (AA) statements

The current AA statement should also be used in all news releases and other marketing pieces (print and electronic). There are three versions, including one specifically for multi- organization collaborations. The long statement is preferred, but when space is limited, the shorter version is acceptable. When in doubt about the necessity of the statement on a specific printed or electronic piece, please speak with your Area Extension Director or Assistant Director of Operations, Mr. Tom Miller

There is no specific minimum size requirement for this information. It may be located anywhere on the publication.

Current AA Statements:

There are three Affirmative Action statements:

1. EEO Statement

The University of Maryland Extension programs are open to all and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, or national origin, marital status, genetic information, or political affiliation, or gender identity and expression.

Spanish version:

Los programas del Colegio de Agricultura y Recursos Naturales de la Universidad de Maryland están abiertos a todos y no discriminará contra nadie debido a raza, edad, sexo, color, orientación sexual, discapacidad física o mental, religión, descendencia, origen nacional, estatus matrimonial, información genética, afiliación política, o identificación y expresión de género.

2. Short EEO Statement

“The University of Maryland is an Equal Opportunity Employer and provider of Equal Access Programs.”

Spanish version:

“La Universidad de Maryland es una institución con Igualdad de Oportunidades de Empleo y con Igualdad de Acceso a Programas.”

3. Really Short EEO Statement

EOE (for newspaper ads)

Item 1 should be used at the bottom of letterhead.

Item 2 can be used on brochures, announcements, or other areas **only if you do not have space** to place Item 1.

Item 3 should be limited to classified ads where space is a premium.

If you have any questions please contact:

Barbara Duncan

AGNR, Equity
Administrator
Email – bduncan@umd.edu
Phone – 301.405.0044

David Ode

Coordinator, Diversity & Training Programs
Email – dode@umd.edu
Phone – 301.405.1176

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Templates



Templates for the logo, letterhead, and other materials can be found on the AGNR Groups website on the link <https://agnrgroups.umd.edu/faculty-staff/faculty-staff/templates>

Business Cards

Business cards may be ordered from University Printing Services with a KFS #. Order Business cards . Complete the form, submit and then select business cards and then UME.

There is also a template located at NEW! Business card template which can be printed on the following compatible Avery business card blanks #27871, 27881, 27882, 28371, 28873, 28876, 28877, 5371, 5376, 5377, 5870, 5871, 5876, 5877, 5878, 5882, 5911, 8271, 8371, 8376, 8377, 8471, 8476, 8571, 8865, 8870, 8871, 8875, 8876, 8877, 8878, 8879)

Fax Cover Sheet

Electronic versions of fax cover sheets with the logo are available in Microsoft Word. Download them from the following website: <https://agnrgroups.umd.edu/faculty-staff/faculty-staff/templates>

Press Release Template

A press release template can be found at the following website: <https://agnrgroups.umd.edu/faculty-staff/faculty-staff/templates>

Name Tags

A customized, permanent name tag will be made without charge for all UME personnel. Your Area Extension Director will work with the West Region Business office to have the name tag created for you.

Specialty Items (shirts, hats, etc.)

University of Maryland Extension clothing and other items can be ordered from LL Bean.

The link to the LL Bean site is http://umeanswers.umd.edu/Documents/UME_LLBean.pdf

Banners, Display Materials, Pocket Folders.

All printed material templates can be found at this link: <https://agnrgroups.umd.edu/faculty-staff/faculty-staff/templates>

Using Adobe Acrobat XI you will be able to customize these templates for your program or location.

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UME Social Media Guidelines

Social media is a fast and inexpensive way to reach out to large audiences who are already interested in us and raise the visibility and stature of Extension. It lends itself to two-way conversations: We can hear from clients, parents, youth, faculty, stakeholders and other supporters in a way that email, websites and direct mail don't allow.

But social media—such as LinkedIn, Twitter, Facebook, YouTube and blogs—presents potential pitfalls. Posts that are not accurate, timely or relevant can create negative impressions of the institution. The goal, rather, is to use social media to further UME's mission and enhance and protect personal and professional reputations.

When unsure of what or how to post, contact your Area Extension Director or Assistant Director of Operations, Mr. Tom Miller

Getting Started

This section applies to those posting on behalf of an official University of Maryland Extension unit, though the guidelines may help anyone posting on social media in any capacity.

Social media pages require interesting content and the manpower and time to share it. County/City Sites should consider their messages, audiences and goals, as well as a strategy for keeping information on social media sites up to date. Depending on the social media used, information should ideally be posted daily and no less than weekly.

Options

Facebook: allows users to create profiles, upload photos and video and send messages. County/City sites and other units with posts of broad interest may want to consider having it posted on the Extension site, which has more than 575 "likes." The official UME Facebook page.

Twitter: allows users to share quick bursts of information, of 140 characters or fewer. Users can opt to visit your page or automatically follow all of your posts, called tweets. The official UME Twitter account.

When creating a department Twitter page, use a UMD email account for the admin account login.

YouTube: a platform to share videos. The Office of Web and New Media Strategies maintains the official UMD YouTube channel.

If you would like a video posted to UMD's YouTube channel, contact the Office of Web and New Media Strategies. Video formats must be .mov or other YouTube-approved formats. Departments should not make separate YouTube channels.

LinkedIn: professional networking website that allows users with a shared interest or background to set up career profiles (abbreviated resumes) and connects with each other.

Blog: website comprised of entries typically written in a conversational style centering on a single topic or its author's interest.

No employee should write a blog on behalf of Extension without permission from the AED and/or the Division of Information Technology. The division also maintains information on visual identity of blogs.

Employees who would like to start social media on behalf of UME must contact their program leader for Area Extension Director specific details and guidelines.

Marketing and Communications Standards Manual

UME Social Media Tips

- **Be accurate:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. Every post reflects on Extension, the University, an educational institution.

- **Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how it may reflect both on the poster and Extension. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask your supervisor for input.

- **Separate personal from professional:** Content that you might share on a personal media site may not be appropriate for an official Extension site. Given the public availability of website information, it is also worth considering how you are represented on your personal site as it relates to your work at the University of Maryland Extension and how that personal site might lead to your being perceived in your role as a faculty or staff member.

- **Engage with your audience:** Check your page or account throughout the day and respond to questions from users. Negative comments about Extension should not necessarily be removed. Try to positively respond to the poster's comment.

- **Be respectful:** Content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and Extension.

- **Use photography and video judiciously:** Visitors can appropriate images posted on social media sites. Post photos that only show UME in the best light.

- **Use disclaimers:** It is good practice to post a disclaimer on your chosen social media site stating you reserve the right to remove inappropriate comments. Here is an example you can use as a basis:

The views and opinions expressed on the Extension's social media sites do not necessarily represent those of the University of Maryland Extension. UME cannot be held responsible for the accuracy, currency or reliability of information posted by external parties.

- **Individualize your account:** When naming pages or accounts, or selecting a profile picture or icon or selecting content to post, clearly identify the unit name and link to its website. Make it easy for people to find your site or account.

- **Link back to the University of Maryland Extension:** Whenever possible, link back to the University of Maryland Extension website. Ideally, posts should be very brief; redirecting a visitor to content that resides within the UME Web environment. When linking to a news article about UME, check first to see whether you can link to a release on the University of Maryland Extension news archive.

Use of the UME Logo.

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