

## **Appendix F: Crisis Information Outlet - Home Page and OSU Alert Web Page**

**In the event of an identified crisis, the University Marketing (URM) team should be contacted immediately. Communications leadership should identify the level of the emergency so that the UM staff member can decide on the most appropriate location of the communication.**

The following staff members should be contacted (in order):

1. Web Specialist
2. UM Assistant Director
3. UM Director

The staff member contacted will immediately post the pre-crafted message to the <https://oregonstate.edu/alerts> page, and to the OSU home page if it's deemed sufficient priority and urgency by the URM leadership.

High-priority alerts will appear above the feature story area in a bold, red box.

Lower priority alerts can remain on the <https://oregonstate.edu/alerts> page or be promoted to the right sidebar on the home page to raise visibility in the event of a lower-level emergency.

Timely warnings will be immediately reposted to <https://oregonstate.edu/alerts> upon receipt by UM staff, but will not be automatically posted to the home page unless verified by communications leadership.

*The <https://oregonstate.edu/alerts> posting that happens during a weather closure announcement is the university's official record, and any HR decisions on payment of employees are based on the posting time of the first closure notice to appear on that page.*