

# Guidelines for Promoting College, School, and Program Rankings and Recognitions

*October 2025*

The Division of University Marketing and Communications (UMAC) values rankings and recognitions from reputable, industry-leading sources to amplify the University's proposition.

UMAC recommends College/School Communicators lead the process of vetting, creating, and publishing college-, school-, or program-specific rankings or recognitions across appropriate marketing material.

It is a best practice to ensure rankings are from a reputable organization with solid methodology. Due to the nature of rankings changing annually, it is recommended that each College/School maintain a master list of rankings and recognitions they promote annually, and track when they are promoted to ensure consistency, accuracy, and viability if a College/School values a particular ranking or recognition.

UMAC may elevate College/School-produced material based on the strategies and tactics below. Before moving forward with promotion on UMAC-managed channels, the division's tactical-focused team (i.e., Social Media, News & Publications, and Web) will vet the rankings and recognitions source to ensure it is credible and a non-paid endorsement.

## **Social Media Strategy**

- When posting on College/School-managed social channels, please tag @DrexelUniv and @DrexelAdmission. This will prompt the UMAC Social team to review the rankings and recognitions content.
- College/School-managed social content may be shared on @DrexelAdmission Instagram Story if the post clears the vetting process.
- Based on the source's reputation and industry weight, the College/School-managed social content could be shared on @DrexelAdmission feed or leveraged elsewhere on @DrexelUniv channels.

## **News & Publication Strategy**

- University publications highlight stories about institutional rankings and recognitions, such as overall University standings in *U.S. News & World Report*. College/School stories about a program ranking can be submitted to the DrexelNow editor for consideration. UMAC will consider the reputation of the organization issuing the ranking and its methodology to determine if the story would be hyperlinked in the DrexelNow newsletters.
- The decision to issue a press release or pursue media coverage is the responsibility of the external organization that issues the rankings. Reporters do not cover program rankings, and therefore, UMAC does not conduct outreach for program rankings and recognitions. UMAC

follows up with select reporters about credible institutional-level rankings. Questions can be directed to the Executive Director of News & Media Relations.

### **Web Strategy**

- It is recommended that each College/School determine if program rankings and/or recognition is appropriate and share information about program rankings and/or recognition on their own websites for promotion. Drexel's coesite (Drexel.edu) is designed to recognize University-wide outcomes decided at the senior leadership level.
- UMAC will add program rankings to each program description on the coesite provided it is vetted, approved, and submitted through Admissions and reviewed annually by Admissions for accuracy.