

# 9.1 Product Endorsements

Faculty members, as experts in their field, may be asked to share their views on products and services. When giving professional opinions, faculty need to clarify that the opinions are their own and not the official views of the University. In keeping with the U-M's responsibility as a publicly supported institution, faculty and staff may not in their official U-M capacity or in the name of the University of Michigan endorse commercial products or services or advocate a specific commercial method or device.

Also see the [Endorsements section of the Identity Guidelines, Policies for Use](#).