University Communications Policy

Policy Statement

University communications policies outline the rules and regulations that govern the representation of the University to all internal and external audiences. These policies extend to all forms of communications and apply across all channels and communication vehicles in which the University is being represented as an institution.

Reason for Policy/Purpose

The purpose of these policies is to ensure that all communication that takes place on behalf of the University is conducted in a manner that is consistent with the University's quality standards, branding and visual identity manual, editorial style guide and strategic positioning.

Who Approved This Policy

The Office of Marketing Communication and Public Affairs is responsible for ensuring compliance with the communications policies.

Who Needs to Know This Policy

All AUC offices, schools, departments and centers (academic and non-academic) creating any promotional online or print material and/or communications material.

Web Address for this Policy

www.aucegypt.edu/about/university-policies

Contacts

Office of Marketing Communication and Public Affairs
info@aucegypt.edu

Definitions

Term (alphabetical order)	Definition as it relates to this policy
Advertising	An advertisement is a paid commercial message promoting the University and/or its campuses, units, programs, events, and people. An advertisement can appear in print or electronic publications, including internet sites; on radio, television, or other means of electronic distribution (such as podcasts); and on public media such as banners, billboards, kiosks, and signage in transportation hubs.
Social Media	Social Media: Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos) . Examples include, but are not limited to: Facebook, Twitter, Instagram, LinkedIn, YouTube and other similar platforms or applications.

News Media	An umbrella term for all the sources and presentation of news and information, including newspapers and magazines (print and online), TV and radio in Egypt, the region and the world. An example of the news media is any outlet where a reporter's story could be printed or spoken.
Media Statement:	A media statement is a comment/clarification/response by the University on a particular issue, mostly controversial, to news outlets.
Media advisories:	A media advisory is an invitation to media members to attend a certain event on or off-campus. It includes the date, time/duration and place of the event.
Press Releases:	A press release is a written document prepared for the media that announces something newsworthy. This 1-3-page document is disseminated to the media, hoping that reporters and editors will use the information in an upcoming TV or radio broadcast, in a newspaper or magazine issue, or on the media's website.

Policy/Procedures

Scope of Policy

All publications, electronic newsletters, webpages and promotional materials must receive approval from the Office of Marketing Communication and Public Affairs (MarCom) prior to usage in any media. These include, but not limited to:

- Brochures, flyers, posters, banners among other publications that are used for on or off- campus events or for any other promotional purpose
- Promotional material or documents or images that are uploaded on the website
- Promotional material or documents or images that are used in social media pages
- Advertising on behalf of the University or any of its units, offices, programs, schools, departments or affiliated centers
- Any promotional materials that contain the University nameplate
- The Office of Marketing Communication and Public Affairs reserves the right to reject any publication, unlink any document or image from the website or report to the respective dean, director or area head, if unapproved material is used on printed or e-publications, on the website and on social media pages.

AUC's Branding and Visual Identity Manual includes official colors and fonts, regulations on images and appropriate uses of the University nameplate and visual identity. Editorial regulations can be at AUC's Editorial Style Guide.

Use of University Nameplate

The University nameplate is defined as the star icon followed by The American University in Cairo and all of its derivatives. The University is the owner of the nameplate and all of the registered marks that are associated with its identity. All materials produced on behalf of the University should clearly show its nameplate in a manner consistent with its branding manual. The AUC nameplate or logo must not be used on any personal materials, including personal webpages, Facebook pages, other social media pages and as the personal avatar of any individual.

All requests to use the nameplate, logo, seal, photographs or footage of the University in any advertising or marketing materials, press releases, movies or television programs must be directed to MarCom.

The use of the trademarked AUC nameplate, logo, identity, photographs or footage in any

form of media by any entity outside of the University is not permitted without express written permission from MarCom. The following are general guidelines:

- AUC does not endorse products or services.
- In general, the use of the University nameplate and marks are not permitted in promotional materials for commercial entities, vendors or service providers.
- Accurate statements describing the use of a particular vendor by a particular office or department may be permitted with advance permission.
- Photographs, videos or images that represent the University, and could imply an endorsement of a product or service are not permitted.

Creation of Separate Identity or Logo

Logos are only permitted for schools. No office, academic department, center or unit is permitted to have a logo without the approval MarCom. Any permissible logos must either be designed or approved by MarCom and any modification to the logo should be done through them.

Use of Images and Photography

The University prohibits the use of stock images of people or facilities to represent its campus or students. All images used that depict students, faculty, campus life or facilities must be authentic pictures taken on campus with actual members of the AUC community. MarCom is responsible for creating and updating policies related to the use of photography, clipart and other imagery in print or online. Details and examples can be found in the Branding and Visual Identity Manual.

Content on University Website

The Office of Marketing Communication and Public Affairs is responsible for the first-level pages of the University's institutional website (www.aucegypt.edu). All other subsites and webpages are updated by the various schools, centers, departments and offices that are responsible for maintaining the content of those pages. As the custodian of the website, MarCom is responsible for the approval of content before it is updated through the content management system. As such, MarCom will make editorial changes and reject content that is not in accordance with the University's Editorial Style Guide or Branding and Visual Identity Manual.

- MarCom may add, change, delete or update materials on the website. All pages should be constantly updated by the AUC entity responsible for that page. In the event that content is not updated for more than one year, a notification email will be sent to the designated page administrator asking the user to ensure the content is current. In the event the page is not updated within one month of the notice, it may be removed. Non-institutional, academic websites or web-based applications (e.g. websites for conferences, academic journals, personal faculty websites, database applications) are administered through Office of Academic and Campus Technology Support Services.
- New institutional websites must be created through MarCom, which will choose the location of the newly-created site, in accordance with the website map and will assign the appropriate URL.
- MarCom may reject or remove, from any websites or webpages, any information or materials that are outdated, erroneous or misleading, illegal, unethical or detrimental to

the mission and operations of AUC.

- MarCom may refuse to offer a link to an external website on an official webpage or to remove a link without notice, if it is not consistent with the University's values or educational and research mission.
- The AUC website contains links that allow visitors to access other websites that are not controlled by AUC. Such links are provided as a convenience and do not imply endorsement by the University. AUC assumes no responsibility or liability for any material on these links, and expressly disclaims any responsibility for the contents of any linked site.
- Short-term redirects needed for any purpose, should be agreed upon with MarCom and should be defined by a time limit, after which the redirect is canceled.
- Subdomains (xxxx.aucegypt.edu) are not allowed without the approval of MarCom.

Advertising Policy

Advertising is defined as paid promotional material that advances the University as a whole or any of its schools, units or centers. All advertising must be approved by MarCom and must comply with the University's Branding and Visual Identity Manual and Editorial Style Guide.

Institutional Advertising
This is advertising that is done on behalf of the University as a whole. It includes student recruitment ads, positioning ads or any other paid promotional messaging, Google SEM that relates to the University as a whole. This type of institutional advertising must be done by or through MarCom.

School or Program-Specific Advertising
Advertising done on behalf of a school, center or specific program may be executed by the AUC unit that is the beneficiary of the ad. The unit paying for the ad is responsible for reserving the space. In the event that MarCom does not design the ad, it must be submitted for approval. Deadlines and steps to request a design or submit an ad for review can be found on the Communications Services page and will vary depending on the size of the ad.

Other Types of Advertising
This category includes paid advertisements that are not promotional in nature, but are functional. Examples include job vacancy postings, announcements of new scholarships or fellowships and announcements of deadlines. These ads, which typically do not require a design, must also use the correct University nameplate.

Media Relations Policy

The media relations policy defines the responsibility for managing the relationship with the news media and outlines processes for providing information to increase the visibility of the University in the media, protect and enhance its reputation, and respond to specific media inquiries. This policy is necessary to maximize and enhance AUC's relationships with local and international news media outlets. MarCom is responsible for all contacts with the news media on behalf of AUC and is the designated entity to authorize media statements, press releases and advisories, in addition to responding to media inquiries. This applies to all statements, media advisories and press releases distributed on behalf of the University as an institution or on behalf of a school/office/department/center. It does not apply to individuals who maybe speaking on their own behalf and are not otherwise representing the University or speaking on its behalf.

For AUC Community

- The media relations unit is responsible for handling news media interactions on behalf of the University as an institution. This includes responding to or coordinating responses to inquiries from journalists; issuing University news releases and official University statements; and scheduling interviews on campus and in studios or news conferences involving University officials.

- The senior director of media relations serves as the University spokesperson for news media inquiries. However, guided by the nature or sensitivity of a situation, relevant senior officials may be designated to speak for the University. Typically, MarCom will work with appropriate University officials to develop statements that address a situation or project the University's response or position.

- While only authorized individuals speak publicly on behalf of AUC, the University recognizes the rights and responsibilities that flow from the exercise of academic freedom. Faculty members contacted by journalists are always free to discuss any topics related to their areas of academic expertise. MarCom is available to provide support to faculty members to facilitate media requests or provide media training and advice.

- AUC students are allowed to contact the media directly to cover student events and may send press releases about their work, projects and initiatives. Students are encouraged to liaise with the media relations unit to maximize media exposure and coverage of their events and initiatives. MarCom is available to support students and requires three weeks before the event to guarantee good coverage.

- MarCom is the only on-campus entity authorized to organize news conferences on behalf of the University. Such news conferences are typically held only for major University announcements. News conferences are convened to efficiently share important news with the media.

- Requests for inviting media to an event, drafting press releases and reviewing press releases should be sent to the media relations unit two weeks prior to the event.

- All potentially sensitive or contentious media inquiries about AUC should be referred to MarCom.

- Research units and centers with independent funds/grants may deal directly with the media through their communication person. However, they should be in close relationship with the media relations unit for consultation and approval of press releases.

- Any agreements of media coverage/exposure done through Sponsored Projects or Advancement should be done in consultation with MarCom before signing the sponsorship/ gift contract.

- Schools/centers/units/ departments/offices who would like to use a PR agency/consultant to increase the visibility of their work may do so in consultation with MarCom.

For Media Representatives

- The media relations unit arranges for media interviews, whether print, online or TV, with AUC experts. Contact us to find experts in your desired field and set up the time

and date of the interview and secure entrance onto campus.. The unit also assists crews in selecting AUC students to talk about different subjects and give their opinion on various issues. TV crews are advised to contact the unit at least five working days before shooting.

- The unit assists photographers in obtaining original shots of AUC's campuses, faculty, staff, and students when appropriate. Contact us to arrange a photoshoot.

- Access to AUC classrooms, offices and all residence halls is strictly prohibited without prior permission from the University.

Social Media Policy

This policy governs the representation of the University on all social media platforms, including, but not limited to, Facebook, Twitter, LinkedIn, Instagram, YouTube, Tiktok or any other similar platform. Any individual or group of individuals are free to create a presence on any social media platform, provided that it is not done on behalf of the University. Such pages or profiles must not contain the University's logo, nameplate or any registered marks that are the official property of the University. Furthermore, pages must not claim to officially represent the University or any of its affiliated schools, departments or offices.

A social media presence that is created on behalf of the University or any entity therein must comply with the social media policy.

Creation of University-Sanctioned Social Media Presence

Any social media page that is run by an AUC entity should get approval from MarCom prior to creation and is the responsibility of the respective dean or director as follows:
- Social media pages of academic AUC departments or schools are the responsibility of the respective deans.
- Social media pages of centers are the responsibility of the respective directors of centers.
- Social media pages of administrative offices are the responsibility of the directors of offices.
- A request to create a social media presence on behalf of the University must include the following:
    o Official unit at AUC who will be responsible for that social media page or profile
    o Approval of the dean, center director or area head under whom that unit falls
    o Name, title and contact information of the staff member responsible for maintaining that social media presence or its page administrator
    o Name, title and contact information of a second staff member or manager who will be responsible for that account and who has access privileges in the event that the individual with primary responsibility is unavailable
    o Signed Social Media Policy Compliance Agreement that indicates that the individual and their office or unit understands the University policies governing social media and will comply with them. A copy of the form can be found at the Office of Marketing Communication and Public Affairs.
    o Administrators of social media platforms must be regular, full-time University employees.
    o Authorized page administrator(s) authorized users of the social media channel/platform must maintain the security of the password and identification. These individuals are fully responsible for all use of the account and any actions

that take place on that account.
- o Any changes in the designated page administrator(s) must be promptly communicated to MarCom.
- o Departments may not register for more than one user account, or register for a user account on behalf of another individual, group or entity.
- o Any social media presence that is not in compliance with the policy will not be permitted as a link from any University webpage, and will not be printed on any publication or appear in any communications, print or electronic, on behalf of the University.
- o Any social media presence on behalf of the University that contains information that is outdated, erroneous or misleading, illegal, unethical or detrimental to the mission and operations of AUC, will be removed from any communications vehicles and MarCom will request from the appropriate dean or area head that it be closed immediately.

- **Posting of Content on Social Media**
  - o Content should not be posted on officially-sanctioned University social media outlets unless it furthers the University's educational and research mission
  - o In order to avoid discrepancies and minimize the need for updating, social media channels/platforms should not be used to post detailed policy or procedure information, for example, program admission criteria. Rather, users should be directed to the official University website for such information.
  - o Content should not be posted if it is not in compliance with University policy or applicable law.
  - o All content uploaded on the social media pages must abide by the AUC branding and editorial guidelines.
  - o Content must not be posted if it is not clearly suitable for all ages. Content should not be posted if it could create a security risk for the University or any members of the AUC community.
  - o Do not post content that shows (or maybe perceived to show) someone being hurt, attacked or humiliated, that might be considered racist, bigoted or demeaning to any individual or group, that depicts activity that is (or maybe perceived to be) illegal (for example, drug use), or that could otherwise damage the University's reputation.
  - o Do not include any personally identifiable information that can be used to locate someone offline. This includes anyone's screen name, identification numbers such as ID numbers or student IDs, addresses and phone numbers, email address or credit card numbers (other than an authorized business address or business phone number).

Forms/Instructions

Communications Services Form
Printing Policy
Print-shop Policy
Social Media Compliance Agreement
Branding Guidelines
Editorial Style Guide

Related Information

Appendices

History/Revision Dates

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Last Amended Date: June 2023