

MEDIA, PUBLICITY & PUBLICATIONS POLICY

Lowanna College: School Number 01-8821

Rationale:

Promotional materials incorporating advertisements, media releases, publications and digital content have a significant influence on the public image of the College.

Aims:

This policy aims to ensure that:

- All promotional materials (print, digital content, and other branded products) represent the College in a coherent, positive and consistent manner.
- All promotional materials are accurate, current and accessible.
- All materials achieve the highest possible standards of design and production within agreed identity guidelines and budgetary constraints.
- Appropriate expertise and resources are available to assist in the preparation of publications, publicity materials and promotional campaigns.

Implementation:

1. It is the responsibility of the Coordinator of Marketing and Communications to manage and coordinate this policy.
2. All media, publicity and publications must present an honest and accurate representation of the College and comply with the College's branding and identity guidelines.
3. Photographs, video or digital images of a student are considered "personal information" and therefore their use and disclosure are governed by the Information Privacy Act 2000 (Vic). Students must provide a completed 'Media Consent Form' prior to publication by a third party media (Reference: Photographing and Filming Students Policy).
4. The College logo is a trademark and represents the College in categories concerning education and teaching. Individual logos are not permitted without the approval of the Coordinator of Marketing and Communications. The Coordinator of Marketing and Communications advises on the use of the logo in all branded publications and marketing materials, including uniform items.
5. All external publications and promotional materials (such as flyers, advertisements, garments etc.) must comply with the College's agreed:
 - a. Identity and brand guidelines
 - b. Editorial style guide for printed and digital materials
6. Stationery/Printed Promotional Publications:
 - a. The Coordinator of Marketing and Communications is responsible for producing templates for all stationery (letterhead, with compliments slips, business cards, certificates and awards, etc.) and printed promotional publications in the approved style.
 - b. Staff are required to consult with the Coordinator of Marketing and Communications to produce any form of stationery or printed promotional publications.
7. College Website:
 - a. The Coordinator of Marketing and Communications is responsible for managing the development and maintenance of the College website and its content.
 - b. Groups or individuals within the College will not develop their own websites or pages independent of the College's website.

8. Social Media:
 - a. The Coordinator of Marketing and Communications is responsible for managing the College's social media accounts including the Facebook page, specific Facebook groups and the YouTube channel.
 - b. Staff are encouraged to seek advice regarding the production of film or other digital content including the use of common social media platforms such as Facebook and YouTube for specific digital campaigns.
 - c. Official social media accounts must have the approval of the Principal. The Coordinator of Marketing and Communications maintains a directory of all official accounts and is an administrator on all platforms.
 - d. Staff must not use their personal Facebook profile to provide advice or information on the College Facebook Page in response to any post or comment. All responses to posts should be sent to the page via an inbox and a response will then be considered and posted from Lowanna College.
 - e. No social media platforms other than Facebook and YouTube are used by Lowanna College.
9. Media relations/advertising:
 - a. The Coordinator of Marketing and Communications manages all media relations, including the production of advertisements, media releases, statements and official comments centrally in collaboration with the relevant staff.
 - b. All staff are required to seek authorisation from the Coordinator of Marketing and Communications, in consultation with the Principal, before speaking about, or issuing statements regarding the College to the media or providing comments via social media.
10. External and joint activities:
 - a. Where the College is working in conjunction with other agencies/stakeholders, requests for logos should be forwarded to the Coordinator of Marketing and Communications who will provide the logo in the appropriate format, together with guidelines for use.
 - b. Requests from external organisations to publish photos and/or articles about the College or its activities must be referred to the Coordinator of Marketing and Communications.
11. Sponsorship agreements:
 - a. The Principal must approve requests for sponsorship prior to a member of the College community making contact with a potential sponsor.
 - b. Staff should not enter into any agreement for cross-promotional activities, or advertising (e.g., promises to advertise in the school news bulletin, on the website or social media pages) without the prior approval of the Principal.
12. Other materials:

The Coordinator of Marketing and Communications can advise members of the College community on the production of other materials such as advertising campaigns, recruitment events, conference materials (banners, flyers etc.), promotional items and uniform.

Evaluation:

This policy can undergo a minor review at any time, with a major review as a part of the College's three-year review cycle..

This policy was last ratified by College Council on 21 August 2017.