

# **PUBLIC RELATIONS POLICY**

## **OBJECTIVE:**

The Public Relations Policy of ST ALOYSIUS (Deemed to be University), Mangaluru is envisaged to provide information and guidelines regarding the role, responsibility and authority, of the Office of Public Relations regarding communications to ensure that matters are professionally and appropriately handled and referred. Nothing in this policy is intended to affect the responsibility of faculty members for their scholarly publications and personal involvement in community activities, nor is it intended to affect individual employees' rights to express personal views as long as they make it clear that they do so as individuals and do not represent the official position of the University either directly or indirectly.

## **SCOPE**

This policy applies to all members of the University community and its affiliate units.

## **POLICY**

It is the policy of the University that all official external and campus-wide internal communications representing ST ALOYSIUS (Deemed to be University), Mangaluru be conducted, coordinated, and approved by the Office of Public Relations in accordance with the provisions of this Policy.

## **PROCEDURE**

Unless otherwise specified, members of the University community are expected to provide at least seven working days for the Office of Public Relations staff to review information intended for distribution or publication.

### **A. Media Relations**

1. To ensure that information about the University and its members is accurately, consistently and optimally disseminated to the public through the media, the Office of Public Relations is the only office authorized through which official announcements, activities and statements, including press releases of the University, may be communicated to the general public.
2. The Public Relations Officer of the University is the single point of contact in matters of institutional policy or position, solicits leadership's participation as warranted and is charged to respond to all general inquiries and to proactively engage the media to report on items of interest. When members of the University community are contacted by the media on any matter (including one relevant to their particular area of expertise), they must immediately refer the media to the Office of Public Relations who will work with the University administration in formulating appropriate responses.
3. All offices/officers seeking press coverage for events and activities must contact the Office of Public Relations prior to initiating media contact. The Office of Public Relations will review each request and define the strategy it believes will be most

effective in achieving the desired goal on behalf of the University. Requests for routine coverage should reach the office at least two weeks before the date on which initial media contact or release might be made.

4. In order to manage the requests for editing and placement, as well as ensure all members of the public relations team are kept abreast on all submissions, we require all submissions and communications be sent to our centralized email the Office of Public Relations. A minimum of two business days are required to review the request(s) and determine the best plan to proceed. with each piece. Faculty can place editorials independently; however, if they use the University title, they must notify the Office of Public Relations prior to publication and they must add a disclaimer that the views and opinions expressed in the piece are those of the author and not the University.

### **B. Advertising**

The prior approval of the Office of Public Relations is required for all advertisements, brochures and other communications, including written, video, audio, electronic or other formats, to external audiences for purposes other than recruiting personnel (handled by the Office of Human Resources). This ensures that information about the College is current, accurate and that brand and design standards are consistently applied.

### **C. Websites**

1. The layout, design, information architecture, brand identity, as well as messaging of the University's shall be under the purview of the Office of Public Relations. The hardware and servers for the Web are under the purview of the Office of Information Technology. All schools/departments/offices are responsible for reviewing and updating the content in their section of the University website to ensure their content is current and accurate. The website is a communications vehicle that provides University information in a consistent manner. All activities on the website are monitored and recorded. It is strictly forbidden for any member of the University community to gain access to any portion of the website without prior authorization from the Office of Public Relations. All edits to the website must be reviewed for best practices/accessibility and subsequently approved by the Office of Public Relations/University administration before being published.
2. The Office of Public Relations manages all content of webpages within the domain of the University website. Any website and/or pages housed outside of University web servers are not supported and are not authorized by the Office of Public Relations. No website outside the University Web servers may be created with the University logo and brand. Any vendor or outside site that wishes to display the

University logo must obtain written approval by the Office of Public Relations/University administration.

3. The use of photos and images is encouraged to enhance the visual appeal of the website. These images should be in jpg or png format and less than 1MB in size. All photos and images used must have the express written permission of not only the person or organization that owns the image, but also that of any person or persons included within the image. Please note that photos taken through the Office of Public Relations already have releases as per the University policy on photography.
4. When using copyrighted material and trademarks, all copyrighted material must have the express written permission of the person or organization that owns the copyright. The Office of the Chief Legal Advisor must be consulted when publishing copyrighted material of a complex or questionable nature. All trademarks used must have the express written permission of the person or organization that owns the trademark. As a rule, avoid reproducing copyrighted material on the Web and use your own materials.

#### **D. Social Media Platforms**

1. The Office of Public Relations is responsible for the College's official social media presence on platforms such as, but not limited to, Twitter, Facebook, Instagram, LinkedIn, YouTube, etc. These platforms provide another opportunity to reach out to various audiences, such as prospective students, current students, and alumni, and have the potential to create a significant impact on the reputation of the University. Public relations staff ensures that social media accounts, created with the approval of the Office of Public Relations, portray, and promote the University in a way that is consistent with its mission and reputation. The development of a social media site that displays the College logo is strictly prohibited without the permission of the Office of Public Relations.
2. The Office of Public Relations does not approve or deny requests for student clubs/organizations social media accounts. If campus-approved student clubs/organizations create a social media, the club name must be used as the profile/account name along with 'at St Aloysius (Deemed to be University)' as the suffix. The profile must be clearly stated as a student club/organization of the University. Profile photo or pictures must not use the official University logo. For continuity purposes, it is recommended that any student club/organizations social media login and/password information be shared with the Office of Students' Council/Student Engagement Chair.

#### **E. Community Relations**

The Office of Public Relations seeks to increase awareness of the University through participation in community events. Individuals who become aware of any activity in which the University's representation would be important are asked to bring it to the attention of the office.

#### **F. Photography and Videography**

1. The Office of Public Relations maintains an electronic image library of photography and videography that is representative of the University campus, students, faculty, alumni, events, and overall brand. Departments or offices requiring photography or videography for marketing and communications purposes should contact the Office of Public Relations to access the image library. If a department/office requires new photography or videography they must have approved funds in their budget and the Office of Public Relations will provide a list of approved vendors to work with. Once the shoot is complete, the department/office must provide the Office of Public Relations with the photos/videos to add to the University's shared images directory.
2. A department/office hosting an event may contact the Office of Public Relations two weeks prior to the event to request photography coverage using the online Public Relations Request Form.

#### **G. Merchandise and Giveaways**

All branded merchandise and giveaways must follow the guidelines with due approval from the Office of Public Relations. Any student club/organization/department intending to produce merchandise must obtain prior approval from the Office of Student Council and the Office of Public Relations for use of the official College logo.

#### **N. Logo**

The most visual representation of the College's brand is our logo. The logo must not be altered in any way, including using only portions of the entire logo or combining with other logos and graphic elements. The Office of Public Relations is responsible for the usage of the logo. Any communication displaying the University logo created by a department/office or individual must obtain approval by the Office of Public Relations before publishing. The use of the College seal is solely reserved for communications from the Vice Chancellor and is only used for ceremonial awards, transcripts, policies and formal invitations.

Individual schools, departments, and centers are not permitted to use individual logos or any graphic treatment that gives the impression that they "stand alone," rather than exist as a part of the overall University brand. While it is acceptable to use the University logo without including the department, institute, office, center or school, do not use the school, department, institute, office or center, as a logo without the University identifying information. Do not rearrange the hierarchy so that a school, department, institute, office or center, supercedes the University

name.

### **1. Logo Configuration**

At no time may the shape, configuration or proportions be altered. Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.

### **2. Clear Space**

Clear Space is used to preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements. Clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo.

### **3. Prohibited Logo Usage**

- a. Do not use old/previous version(s) of the logo.
- b. Do not alter the proportions of the logo component.
- c. Do not apply graphic effects.
- d. Do not combine with other graphic elements.
- e. Do not change colour of logo.
- f. Do not rotate.
- g. Do not attempt to reproduce logo (use only what is supplied).
- h. Use the Trade Mark Logo with "TM".

The university authorities reserve the right to modify, update, or add new conditions to this policy as needed, in response to evolving technological, legal, or institutional requirements.

**Rev Dr Praveen Martis, SJ**

**Vice Chancellor**