

## COMMUNICATION POLICY

### Centre for Teaching in Management (CTM)

#### PURPOSE

CTM strives to provide the public accurate and timely information, communicated in a professional manner.

This policy provides guidelines for all external communications from the college using various mediums including:

- Printed materials such as newsletters, articles, and brochures.
- Electronic materials such as email, postings to web sites or social media sites.
- Media relations such as requests for interviews, news releases, and media inquiries.

#### GENERAL GUIDELINES FOR ALL COMMUNICATIONS (OFFICIAL AND PERSONAL)

All employees have a responsibility to help communicate accurate and timely information to the public in a professional manner. Any employee who identifies a mistake in reporting should bring the error to the **Marketing Manager** or other appropriate staff. Employees must also follow all college policies that may apply.

#### ADDITIONAL GUIDELINES FOR OFFICIAL CITY COMMUNICATIONS

##### **Handling General Requests:**

All staff is responsible for communicating basic and routine information to the public. Requests for private data or information outside of the scope of an individual's job duties should be routed to the Principal or Director.

##### **Handling Media Requests:**

With the exception of routine events and basic information that is readily available to the public, all requests for interviews or information from the media are to be routed through **Principal**. Media requests include anything intended to be published or viewable to others in some form.

such as television, radio, newspapers, newsletters, and web sites. When responding to media requests, employees should follow these steps:

1. If the request is for routine or public information (such as a meeting time or agenda) provide the information and notify **the Principal** of the request.
  2. If the request is regarding information about college personnel, potential litigation, controversial issues, an opinion on a college matter, or if you are unsure if it is a “routine” question, forward the request to the **Principal**. An appropriate response would be, “I’m sorry, I don’t have the full information regarding that issue. Let me take some basic information and submit your request to the appropriate person who will get back to you as soon as he/she can.”
- Ask the media representative’s name, questions, deadline, and contact information.

### **Communicating on behalf of the College**

**The College Director, Principal and Director of Quality Assurance** are authorised to communicate on behalf of the college in interviews, publications, news releases, on social media sites, and related communications. Other employees may represent the college if approved by one of these individuals to communicate on a specific topic.

### **Information published on College Website**

All members of staff have the right to submit information for publication on the website. All information which is displayed in the site needs to be approved by one of **the College Director, Principal or Director of Quality Assurance** .

### **All items should be**

- Relevant to the College and its students
- Factually accurate
- Grammatically and syntactically correct
- Clearly expressed and intelligible to its intended audience