External Publications and Publicity Policy

Responsibility for Policy:	*Registrar and Deputy Chief Executive*
Relevant to:	*All LJMU Staff* *Relevant to Academic Partnerships? Y*
Approved by:	*SMT on 8th December 2015*
Responsibility for Document Review:	*As above.*
Date introduced:	*December 2015*
Date(s) modified:	
Next Review Date:	*December 2016*

RELEVANT DOCUMENTS

N/A

RELATED POLICIES & DOCUMENTS

N/A

Approved EXTERNAL PUBLICATIONS AND PUBLICITY POLICY

1.   Introduction

Promotional and recruitment materials (incorporating advertisements, publications, web /digital content and social media) play a major part in the student decision-making process.

All must present an honest, fair and accurate representation of the University, the courses we offer and associated tuition fees and charges, our student services and facilities, research and business activities plus other aspects of LJMU operations as appropriate.

Furthermore, all promotional and recruitment material, from online course factfiles to prospectuses and CRM communications, can potentially form the basis of a contract between a student and LJMU.

To ensure enquirers, applicants and students can have confidence in the LJMU 'offer' and compliance with QAA recommendations and Competition and Markets Authority (CMA) guidance on consumer protection law, it is vital that LJMU maintains and enforces effective quality control mechanisms across all promotional platforms and corporate / recruitment materials.

This policy aims to ensure that:

- LJMU presents and promotes itself to external audiences (both home and international) accurately, positively and effectively, making the best possible use of resources in line with strategic planning objectives
- all promotional and recruitment materials, including web and digital content, accurately represent and reflect LJMU's brand, culture and ethos in a coherent and consistent way
- all promotional and recruitment materials are accurate, up-to-date, representative, accessible and user-friendly
- all promotional and recruitment materials effectively address the needs of enquirers and potential applicants across all levels of study (undergraduate, postgraduate taught, research and continuing professional development)
- all materials achieve the highest possible standards of design and production within agreed corporate identity guidelines and budgetary constraints
- appropriate expertise and resources are made available to relevant academic and Professional Services teams to help in the preparation of student recruitment publications, publicity materials and promotional campaigns
- LJMU complies with all regulatory, statutory and legal requirements relating to the marketing of university courses, admissions and recruitment processes
- all academic Schools, Faculties and Professional Services teams work within these guidelines

2.   Roles and responsibilities

All Schools, Faculties and Professional Services teams plus individual members of staff are expected to work within this policy.

Working in collaboration with relevant Faculties/divisions, the Director of Marketing has overall responsibility for corporate, student recruitment, School/Faculty and professional service team promotional materials. Where appropriate, this responsibility is delegated to appropriate members of the Marketing team.

A detailed breakdown of roles and responsibilities for the production and maintenance of external publications and promotional materials are included in Appendix 1.

3. Corporate identity and brand guidelines

The University's title, logo and URLs are registered trademarks in categories concerning education, teaching, and tuition services that give LJMU certain protection rights. Individual logos are not permitted for Schools, Faculties, research centres/institutes, projects or events without the approval of Marketing. Marketing advises on the use of house style in corporate, student recruitment and corporate materials. The Digital Services Team advises on the use of house style on the website, intranet and use of third party digital platforms (such as official blogs and micro sites).

All external publications and promotional materials (such as leaflets, adverts, etc) must comply with the University's agreed:

- corporate identity and brand guidelines
- editorial style guide for printed materials
- digital brand and editorial guidelines The same guidelines apply to reviews of existing materials and content

4. Editorial policy

LJMU's editorial style guide aims to ensure that all print and digital promotional materials, campaigns and external publications deliver accurate and relevant messages, through plain, concise language via a consistent style and clear creative design.

5. Working with Schools, Faculties and professional service teams

Marketing (including the Digital Communications Team) will work with colleagues in Schools/Faculties and professional service teams, offering advice and assistance with writing and editing, designing and producing appropriate recruitment and other promotional materials.

There is an expectation that all copy will be checked and verified as accurate by Marketing and Admissions Leads or other appropriate staff prior to being submitted to Marketing for design and publication.

Marketing, and Corporate Communications have final editorial control over all external publications and promotional materials. Changes may be made in consultation with school/faculty/service teams to ensure consistency of content, language and style and policy compliance.

Design proofs will be checked and signed off as accurate by Marketing and relevant school/faculty /service team staff prior to printing.

Workflows are in place for sign-off of web content to ensure accuracy and compliance with required standards prior to publishing.

6.   Recruitment materials and campaigns

Copy submitted by academic teams, Schools/Faculties, Professional Services teams and the LiverpoolSU may be edited by Marketing to ensure consistency of content, language and style.

Course factfiles are to be checked and approved by the following staff/teams prior to being submitted for publication in print and online:

- Programme Leaders
- Faculty Marketing and Admissions Leads
- Student Recruitment and Admissions

Marketing and Admissions leads are required to sign off course entries as an accurate representation of the teaching and learning experience before being incorporated into print and online publications and promotional materials/campaigns.

Final approval of all course information is assigned to:

- Student Recruitment and Admissions – with specific responsibility for entry and admissions information
- Marketing– with specific responsibility for marketing information and overall course content

No changes are to be made to course information without consultation and agreement from Student Recruitment and Admissions and Marketing.

7.   Managing changes to the course portfolio

The addition of new courses, course suspensions and/or closures and subsequent changes to marketing materials (such as factfiles, prospectus course entries, etc) will only be actioned by Marketing following notification from the Academic Planning Panel.

Similarly changes to entry requirements can only be actioned by Student Recruitment and Admissions following approval by the Recruitment Policy Committee.

Under the terms of the policy, new courses cannot be advertised or promoted without the prior agreement of the Academic Planning Panel. Once approval is given, such programmes can be promoted by Marketing, but must be marked as *Subject to validation* until they are fully validated, as confirmed by the University Standing Panel.

8.   Other materials

In collaboration with Faculty Marketing and Admissions Leads, Marketing and Student Recruitment and Admissions can advise on the production of other materials such as applicant communications, advertising campaigns, research publications, recruitment events, conference materials or promotional items.

Marketing are authorised to query items which contravene approved style, CRM guidelines or which fail to meet an adequate standard of presentation.

9.   Website

The Digital Services Team (within Corporate Business Change Initiatives) manage the technical and design aspects of the website, and provide assistance and advice to academic and Professional Services teams on the technical development of their pages on the external website and intranet.

The Digital Communications Team within Marketing is responsible for the development of content and branding of corporate and student recruitment pages.

Branded templates ensure consistency in design, navigation and structure across the site, and compliance with accessibility guidelines and legal requirements.

All pages must follow approved brand guidelines. Unauthorised, illegal, poor quality or out-of-date contributions will not be approved for publishing, or will be removed from the website and referred to the contributor and/or Director/Dean of School/Faculty/Professional Service Team.

All work on the web must be prioritised and validated against agreed institutional objectives/ goals. In addition to this all tasks are to be validated with users, through continuous user testing.

New web projects must be first agreed by the web committee. Faculties, Schools, research centres/institutes and Professional Service Teams are not permitted to develop their own websites or pages independent of the University's website without prior consultation and agreement.

10.   Other digital content

The Digital Communications Team in Marketing can advise on the production of film or other digital content for recruitment purposes, including use of common social media platforms, such as Twitter and Facebook, and for specific digital campaigns.

Unauthorised, illegal, poor quality or out-of-date material will not be uploaded to the website, or will be removed from the website and referred to the contributor or relevant school/faculty/service team prior to publishing online (See section 7).

11.   Social media

The Digital Communications Team in Marketing and the Corporate Communications team are responsible for managing the corporate social media accounts on, for example Twitter, Facebook, Youtube, Instagram, Pinterest and LinkedIn.

Official LJMU social media accounts must have the approval of the relevant Dean/Director and Marketing. The Digital Communications Team maintains a directory of official accounts.

Marketing is also responsible for devising and managing online advertising campaigns.

12.   Media relations

Media relations activities (including the production of press releases, statements and official comments) are managed centrally by Corporate Communications, in collaboration with relevant staff and Schools/Faculties/Professional Services teams.

All staff are required to seek authorisation from Corporate Communications before speaking or issuing statements to the media or providing comments via social media.

13.   External and joint activities

Where the University is working in conjunction with other agencies, requests for logos should be forwarded to the Studio Services Manager who will provide the logo in the appropriate format, together with guidelines for use.

14.   Stationery

Marketing are responsible for producing templates for all stationery (letterheads, compliment slips, business cards, etc) in the University's approved house style. The design allows for the incorporation of the logos of partner agencies.

Schools/Faculties/Professional Services teams must not produce any form of University stationery which does not comply with house style. The Studio Services Manager is authorised to query such items and can request their withdrawal (see section 7).

15.   Advertising

Responsibilities are delegated as follows:

- Student recruitment advertising campaigns (print and digital):

  - o Marketing is responsible for overseeing corporate and departmental student recruitment adverts, managing the central budget, and providing centralised quality control to ensure that student recruitment adverts comply with the University's house style in terms of design and content.

- o Directors of Schools, or their representatives, are responsible for liaising with Faculty Marketing Leads and Marketing to decide where, when and how to advertise courses and for ensuring that the content of their advertising is factually accurate.

- Corporate advertising:

  - o Marketing can provide advice about advertising for conferences, events and/or other activities. Schools/Faculties/service teams are expected to cover the costs of adverts. Schools/Faculties/service teams are advised to contact Marketing for advice.

All Schools/Faculties/service teams and individuals within LJMU must work within the brand guidelines, in accordance with University policies and procedures. Schools/Faculties/service teams should not advertise outside these guidelines.

The Digital Services Team are responsible for the measurement of advertising/promotional campaigns against agreed objectives/ goals and for providing relevant analytics/feedback to Marketing on best use/ value for money.

16. Staff recruitment advertising

Human Resources (HR) handles all staff recruitment advertising (with the exception of senior management roles, where adverts are designed by Marketing). HR liaise with their advertising agency to ensure that there is conformity with house style and that any discounts are received.

LJMU will make appropriate use of suitable electronic means, including websites and electronic mailbases/discussion lists to assist with staff recruitment. Entries on such sites must be approved by HR in advance.

17. Entries in external publications

Requests from external publishers for updating Corporate LJMU information for reference directories should be referred to the Corporate Communications Manager for action/review.

18. Withdrawal of unsuitable materials (print and digital)

Under the terms of the policy, Marketing are authorised to query items which appear to contravene the University's approved style or which fail to meet an adequate standard of presentation for the intended purpose.

Under certain circumstances, Marketing are also authorised to request that materials which do not meet the University's high standards are withdrawn from use.

Online content on both the LJMU external website and intranet is subject to agreed web governance arrangements, which impose certain technical standards and approval procedures. Online content which breaches agreed governance may be removed by Marketing

Examples of unsuitable materials may include:

- those containing potentially litigious or inaccurate content
- statements which cannot be supported by documentary evidence
- badly designed or produced materials
- content which violates, or appears to violate, registered trademarks

In such cases, Marketing will contact the Director/Dean/Professional Services Team manager, outlining what actions need to be taken.

19. Use of alternative suppliers

Orders must not be placed with external marketing agencies, designers, printers or other similar suppliers, or individuals providing similar services, without prior consultation with the Studio Services Manager, who will offer advice on suitable suppliers or in-house alternatives.

Orders must not be placed with film companies without prior consultation with Marketing

External contracts for web design or web publishing projects must not be awarded without full consultation with the Digital Services Team.

20. Disability awareness

LJMU is an equal opportunities institution, and welcomes applications from students and staff with disabilities and/or learning difficulties. In accordance with the Disability Discrimination Act, any materials must be made available in an alternative format within a reasonable period of time after we receive a request.

21. Budget

Design and production are carried out within prevailing financial constraints, and are allocated from the relevant marketing budgets overseen by Marketing.

School/Faculty/Service teams are required to plan and arrange the production of all student recruitment materials and promotional campaigns through Marketing to ensure:

- effective scheduling
- value for money
- compliance with University editorial and brand guidelines (web and print as appropriate)
- high quality design

Roles and responsibilities

University committees

Academic Planning Panel is responsible for approving all changes to the University's course portfolio (new course approvals, suspensions and closures). APP outcomes are to be communicated to Student Recruitment and Admissions and Marketing to ensure course materials are updated accordingly.

University Standing Panel is responsible for granting full validated status to new courses approved by APP.

Recruitment Policy Committee is responsible for approving all changes to entry requirements to undergraduate and postgraduate course programmes.

Professional service teams

Corporate Communications is responsible for:

- co-ordinating PR and media relations activities and acting as the University's official spokesperson
- supplying information about the University and its programmes for external websites, directories, guides and league tables
- Stakeholder engagement communications

Marketing is responsible for:

- overseeing, providing advice, and implementing approved policy with regard to the content and production of student recruitment and corporate materials, including course factfiles, prospectuses and other printed materials, advertisements, signage, exhibition materials
- the development and maintenance of student recruitment materials (from initial enquiries through to pre-arrival information) in partnership with SRA, Professional Services teams and Faculty/School staff as appropriate
- developing and managing all corporate and departmental student recruitment advertising (including Clearing) in partnership with SRA, Professional Services teams and Faculty/School staff as applicable
- overseeing, monitoring and implementing approved policy on branding and corporate identity to internal and external users
- advising on the use of external printers, designers, film companies, and other related suppliers, and ensuring that work produced by suppliers complies with LJMU policies
- working with SRA, professional service teams, School/Faculty staff and external agencies as required on the correct implementation of approved policy with regard to student recruitment and other materials
- advising on the use of external printers, designers and other related suppliers, and ensuring that work produced by suppliers complies with LJMU policies
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Within Marketing:

Marketing services is responsible for:
- Overseeing and providing advice as to the development, content and production of all student recruitment and promotional materials including brochures, advertising, signage and exhibition materials
- Developing and managing corporate and departmental student recruitment advertising (including clearing)
- Overseeing, monitoring and implementing approved policy on branding and corporate identity to internal and external users
- Advising on the use of external printers, designers and other related suppliers to ensure their output complies with LJMU policies

The **Digital communications team** is responsible for:
- The development and maintenance of all website content, digital content (including film and social media content)and, in partnership with Digital services, input into the functionality of the web site
- Providing advice and assistance to contributions for the University's website
- Ensuring web and digital materials conform to brand and corporate identity guidelines
- Digital campaigns

Student recruitment and admissions is responsible for:
- Ensuring the course portfolio and associated admissions information is correct in all promotional materials for all audiences
- Maintaining, updating and advising on changes to entry requirements and admissions processes including UCAS processes, procedures and content
- In partnership with marketing services and Faculty marketing managers, developing required recruitment materials and collateral including supplying content
- In partnership with marketing services, developing required materials for recruitment events
- Developing and managing CRM communications to enquirers, applicants and new students in partnership with schools, faculties and Digital services
- In partnership with Corporate Communications, support the development of pre-arrival , student engagement and enrolment communications

Faculty admissions and marketing leads are responsible for:
- Updates and checking course materials (online and printed)
- Providing factually accurate, up to date and legally correct content for recruitment and promotional materials
- Generating student profiles and testimonials

Undergraduate programme leaders are responsible for :

- Checking and signing off course information for both print and digital, including checking that course factfiles align with approved programme specifications
- checking and signing off their course information as part of the annual Key Information Set validation process, including checking that course factfiles align with valid approved programme specifications
- **Postgraduate Programme Leaders** are responsible for checking and signing off their course information as accurate in collaboration with admissions and marketing leads, for both print and digital collateral.

LJMU's **Web Committee** is responsible for approving:

- approving new web projects and development of microsites

Corporate Business Change Initiatives (Finance and Resources Division) – Digital Services team is responsible for:

- managing the technical and design aspects of the website in accordance with approved policies
- managing staff website access (and website training) in accordance with the agreed governance policy
- ensuring that the external website is available 24/7
- maintaining the website and compliance with any web standards
- developing the web site and ensuring that the objectives and users' needs are met
- ensuring that the published website is in accordance with digital brand guidelines, content strategy and any other web frameworks
- integration from the website to other core business systems (for example, CRM)
- using analytic and research insights to inform, educate and direct current/ future developments
- managing the roles and responsibilities of web contributors
- working closely with Marketing to deliver an excellent web experience for the user

Student Advice and Wellbeing – Student Funding Team is responsible for advising Marketing and Student Advice and Admissions on changes to funding support available to undergraduate and postgraduate students, including support available from Student Loans Company.

Student Administration Services are responsible for advising Marketing of any changes to tuition fees charged for postgraduate taught and research degree programmes.

Estates are responsible for producing external and internal signage for buildings, and for ensuring that these comply with LJMU's corporate identity and branding guidelines.

Faculty Registrars are responsible for:

- notifying Academic Registry of any undergraduate course changes that would trigger a resubmission of KIS data (and any associated factfile changes) – such as changes to professional accreditation status
- overseeing the provision and accuracy of tuition fees and associated costs not covered by tuition fees for all actively recruiting programmes (UG, PGT, PGRand CPD)