

## COMMUNICATIONS AND MARKETING POLICY & PROCEDURES

Communications & Marketing is committed to enhancing UMSU's image through a stronger relationship between central marketing and communications and other organisational areas. The goal is to produce consistent external messages that are strongly connected to the organisation's positioning, branding, and strategic priorities.

This policy is intended to:

- maximise opportunities to enhance visibility;
- ensure all information follows the organisation's branding, design and editorial style standards;
- provide central resources to assist UMSU divisions and student representative departments;
- combine efforts and improve information flow;
- ensure the organisation is efficiently leveraging its marketing and sponsorship opportunities;
- reduce miscommunication.

Whether through advertising, media relations, brochures and other printed publications, videos, webpages, direct mail or other means, the consistent application of strategies to promote and protect the Student Union brand is of vital importance to the organisation.

Within UMSU there are many communications needs and this can lead to conflicting and inconsistent messages about the organisation. Successful marketing strategies and communications efforts cannot ensue from isolated or ad hoc tactics. For UMSU to properly communicate with a consistent voice, it is essential that the marketing and communications activities are coordinated.

Communications & Marketing is responsible for overseeing the development of marketing and communications strategies, and for coordinating the external communications activities of the organisation. No marketing consultants, marketing research firms, social media consultants, advertising agencies or graphic design studios may be hired by UMSU without prior approval from Communications & Marketing.

## SCOPE

This policy establishes the lines of responsibility for UMSU's branding, marketing, and communications efforts. It applies to all UMSU divisions and student representative departments unless otherwise specified in the relevant section.

Communications and marketing services are provided to MUSUL in accordance with the current Facilities and Services Agreement.

With the exception of *Farrago* which is published by the Secretary of UMSU, all external communications activities of UMSU should be coordinated with, and approved by Communications & Marketing and/or the President, UMSU.<sup>1</sup> These activities include, but not limited to:

- Publications including print and electronic publications;
- Merchandise;
- Logos and student representative department identity;
- Advertising;
- Media Relations including distribution of press releases;
- Videos;
- UMSU webpages;
- Signage;
- Event management;
- Sponsorship;
- Social media; and
- Market research.

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<sup>1</sup> Pursuant to the UMSU Constitution, the President is a spokesperson for UMSU..

## ACCEPTABLE USE OF ORGANISATIONAL LOGOS

The name and logos of UMSU are registered trademarks and may only be used for authorised purposes. The UMSU logo, along with its accepted variations, is the primary graphic mark for UMSU. It is designed to promote the visual identity of the Student Union and is to be applied to all print and electronic materials representing the organisation. While the logo may be used by all UMSU divisions, student representative departments and affiliates, it is not to be modified through changing typefaces, proportions or other design alterations. Use of the logo is not permitted in publications and displays that are not under the auspices of UMSU.

While all UMSU divisions and student representative departments are able to use the logo, Communications & Marketing will be responsible for establishing, maintaining, distributing and ensuring adherence to the Brand Style Guide. Divisions and student representative departments should send all applications of the logo to Communications & Marketing for approval.

Affiliated clubs and societies may use only the 'Affiliated to UMSU logo', and must use it in a manner consistent with the Logo Usage Guide for Affiliated Clubs/ policy of the Clubs & Societies Committee.

## SOCIAL MEDIA

UMSU encourages and supports the use of social media for engagement opportunities with students, and promotion of its events, services and student representative departments.

The purpose of using these communication channels is to support UMSU's mission and promote campaigns, programs and events of interest to the community. Additionally, social media can add value by communicating relevant and engaging content that strengthen the organisation's brand.

Communications & Marketing must be consulted prior to establishing any form of social media involving UMSU and notice of the intended platform URLs should be provided in order to enable cross-promotion on official UMSU accounts. Where possible, sites created for such purposes are to adopt the naming protocol yourname\_UMSU.

UMSU encourages staff and student representatives to use social media with the due exercise of discretion, thoughtfulness and respect for the organisation and the social media community, and in accordance with the UMSU Acceptable Conduct Policy, the UMSU Privacy Policy and any other relevant UMSU Policies as they may be amended from time to time. Confidential or proprietary information should never be shared publicly on social media channels.

### General Guidelines

- Be inclusive, responsive, respectful and friendly;
- Look for collaboration or cross-promotion opportunities within the organisation;
- Encourage communication with the audience – don't just broadcast.

UMSU's official social media accounts may choose to share related social media content generated by student representative departments, clubs and societies. Communications and Marketing will maintain a register of all social media accounts.



## VIDEO PRODUCTION

This policy applies to staff of UMSU producing marketing and promotional videos. This policy does not apply to student projects or educational videos.

Communications & Marketing can assist UMSU divisions and student representative departments in production of videos with regards to branding and marketing messages for specific audiences. Videos produced for external audiences must be approved by Communications & Marketing prior to publishing.

Videos must be produced in accordance with the UMSU Acceptable Conduct Policy, the UMSU Privacy Policy, Brand Guidelines and any other relevant UMSU Policies as they may be amended from time to time.

Any request by an outside video production company to film on UMSU or MUSUL property should be referred to Communications & Marketing in the first instance.

## WEBSITE CONTENT MANAGEMENT

All publicly accessible websites presenting official UMSU information should be in conformity with the following:

- Site-wide consistency should be maintained with regard to navigation structure, location of the UMSU logo, footer, and contact information.
- UMSU Divisions are expected to use the web platforms provided by Communications & Marketing.

UMSU websites will adhere to the highest level of quality, reflecting UMSU's image and purpose, and abide by established standards and UMSU policies and guidelines. While student representative departments are able to modify their own page content and imagery, Communications & Marketing will be responsible for ensuring adherence to the guidelines in this policy and for establishing and maintaining a Web Style Guide.

### MONITORING

Each division within UMSU is responsible for their web content. Communications & Marketing will periodically review the website, report analytics, and recommend content edits and updates where required to content editors.

#### Content Editors

Student Office Bearers  
Communications & Marketing  
Divisional representatives  
Student Volunteer Programme Directors

### LINKS

It is policy to limit commercial links to those sites with a direct connection to UMSU and to prohibit commercial links that are unrelated to the organisation.

## PHOTO PERMISSIONS

UMSU must secure appropriate permissions to use any image of an individual to be used for promotional purposes.

UMSU requires permission for photos or videos of students, participants, visitors or other subjects who are being featured in online and print advertisements or marketing campaigns in which a person's name or image is being used in a context that implies endorsement. Photo Release Forms are available from Communications & Marketing.

At a minimum, UMSU photographers will identify themselves and inform subjects about the potential uses of the photo, such as providing information for a news story and/or creating images to broadly represent the Student Union, both now and in the future. In instances when an individual asks to not be photographed, photographers must comply with these wishes.

This policy operates in accordance with the *UMSU Privacy Policy* and the University's *Privacy Policy* which address use, collection and security of and access to personal information.



## E NEWS & DIRECT MARKETING

**Staff E-News:** Communications & Marketing produce a weekly newsletter to promote benefits and opportunities within the organisation. Communications reserves the right to edit or remove submitted content based on timeliness and appropriateness. Notices should be supplied for inclusion on the Thursday before publishing on Sundays.

**External E-News:** Use good judgment when writing content. Where possible, link E-News stories back to the website. All text should be spell checked and punctuated correctly using the Editorial Style Guide. Do not publish unapproved images – if you are in doubt, ask or do not use the photos. Stocks images can be sourced by Communications and Marketing on request.

### Data Collection

Data must be collected and dealt with strictly in accordance with the *UMSU Privacy Policy*.

## **ADVERTISING & SPONSORSHIP APPROVAL PROCEDURES**

All advertising (other than for recruitment of personnel) placed on behalf of UMSU in any publication or electronic medium and paid for from UMSU funds must be approved by Communications & Marketing.

External business requests for advertising (Farrago, Website, Posters) or on campus promotions/involvement in Oweek, must be directed to the Marketing and Events Officer.

### **Sponsorship**

UMSU divisions or student representative departments requiring sponsorship for an event (monetary, promotions, advertising) should do so via the Marketing and Events Officer.

Any sponsors who collaborate with UMSU events, must sign a contract particularising what they will provide, and what UMSU will offer in return (e.g. a logo on all promotional material for the event, or having the client on campus during the event).

The originating division or student representative department will be responsible for ensuring all documentation is completed.

### **Internal Advertising**

UMSU has access to digital screen ads displayed on ground floor, Union House. Requests for event promotion on these screens must be submitted at least 10 business days prior to the anticipated date to [communications@union.unimelb.edu.au](mailto:communications@union.unimelb.edu.au). In your e-mail please include **date, time, place of the event, contact information, and website**.

## PUBLICATIONS

Communications & Marketing is available to provide professional assistance in preparing, printing, publishing and distributing publications for all UMSU divisions and student representative departments.

Communications & Marketing will work closely with UMSU divisions and student representative departments to:

- design and layout publications ensuring brand guides are adhered to
- edit copy using editorial style guidelines
- produce artwork for client approval (sign-off)
- arrange quotes and printing
- ensure marketing messages are consistent with organisational objectives
- assist with targeted messages appropriate for the intended audience
- review and authorise use of the logo.

It is the requesting party's responsibility to ensure all details including copy are correct on promotional material. Sign-off forms will be available with finished artwork and print and production will not proceed without a completed form. In most cases, the requesting party will be responsible for costs associated with print and production.

Communications & Marketing will be responsible for the production and distribution of editorial and brand style guidelines and updates as appropriate. Staff will operate under this direction with regard to editorial style, brand guidelines and organisational marketing messages.

### **Submissions & Deadlines**

Communications & Marketing requests need to be submitted at least 14 business days prior to the anticipated date.

### **Distribution of Publications or Promotional material**

UMSU publications and promotional posters can be distributed in brochure stands and poster displays around campus but must be scheduled with the Marketing and Events Officer. Unauthorised posters and promotional materials will be removed.

The *UMSU Communications and Marketing Policy* will be reviewed every 12 months. The Operations Sub-Committee in conjunction with the General Manager, UMSU has responsibility for leading the review of this policy. The process for reviewing the policy includes:

- Assessment of policy implementation to date;
- Those covered by the policy are provided with the opportunity to give feedback;
- All feedback and suggestions will be considered by the review of the policy;
- Proposed changes will be presented to UMSU staff to achieve consensus.
- Students' Council will endorse the finalised policy and UMSU Management will make copies available on the website.