



COLLEGE COMMUNICATIONS

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A. PURPOSE

This policy is designed to clarify the role and intent of official College communications, as well as to provide a framework to understand the processes and protocols for Internal and External Communications at Douglas College. It covers official channels of communication between the College and its employees and students, as well as communications with the College Board, media and other external organizations. It is not intended to restrict routine business communications, but to provide guidance for clear, consistent broad-based communications.

B. SCOPE

This policy applies to all members of the College Community.

C. DEFINITIONS

1. **College Community:** includes all employees, students, users, contractors, suppliers, visitors and any other person participating in any College-related activity or attending on College premises.
2. **Communications:** the dissemination of official information related to the College, College activities, plans, positions, events, etc. through any medium, to the College community, news media, or public at large.
3. **Crisis:** an event or events that could bring about real or perceived harm to the College, its students or employees.
4. **Crisis Communications:** communications within the College community or to public and other external agencies during a time of crisis.

5. **Emergency Notification System (ENS):** tool used to communicate with the College Community in the event of a crisis or other significant event.
6. **External Communications:** communication with any individuals, groups or organizations outside the College (news media, government, other institutions, the public etc.).
7. **Incident Commander:** the person or persons designated as the authority during a crisis. This could be a College official, police, fire or other emergency personnel on site.
8. **Internal Communications:** communication within the College community through any official channels (email, social media, signage, posters, ENS, newsletters, etc.).
9. **Media:** tools, products or organizations used for the purposes of communicating with others. This includes news media (radio, television, newspapers, blogs etc.), social media (Facebook, Instagram, Snapchat, Twitter, etc.), and other communications formats, such as newsletters, websites, intranets, broadcast emails, app notifications, the ENS, etc.

#### D. POLICY STATEMENTS

1. As a public post-secondary educational institution, Douglas College plays an important role in society by providing an open forum for dialogue and inquiry.
2. Douglas College encourages the exploration of a diversity of viewpoints and supports the exchange of information throughout the College community, and with the public, about important societal issues, particularly those that relate to fields of study within the College.
3. On all matters related to Communications, Douglas College respects legislated bounds of privacy, safety, security, confidentiality, and proprietary rights on intellectual property.
4. Douglas College strives to provide relevant and timely Communications to all stakeholders, and to disseminate information about the College to the public at large to showcase College programs, research and other activities.
5. Douglas College encourages faculty to communicate with the public, news media and the College community on topics within their areas of expertise. MCO is available as a resource to help engage faculty with media training, key messaging, and the promotion of newsworthy research or other activities at the College. Faculty are encouraged to consult with MCO in advance and to inform the Office when relevant stories are expected to appear in the media.
6. Within Douglas College, Public Affairs is responsible for overall tone, look and feel, and standards of content for all Media, including the College intranet (DC Connect), the College public website, printed College materials, signage, videos, posters, the main College social media channels, as well as advertising and other marketing materials.



7. Only designated spokespersons, as directed by Public Affairs or the Senior Management Team, may speak on behalf of Douglas College.
8. The Marketing and Communications Office (MCO) within Public Affairs, is responsible for official College Communications with the news media. Any requests for official statements on behalf of Douglas College (the institution) are to be directed to MCO. MCO will work with relevant faculty or administrators within the College to provide key messages and statements to the media through a designated spokesperson.
9. In the event of a Crisis, Public Affairs will work with the Office of Safety, Security and Risk Management, the Senior Management Team, the Incident Commander, and responsible administrators and staff to provide the most accurate, relevant and timely information to students, employees, members of the College Board, other stakeholders and the public at large. To prevent misinformation, College employees, students and members of the Board are advised to avoid sharing or spreading publicly any information that does not come through official channels.

#### E. PROCEDURES

##### [Internal Standard Operating Procedures](#)

- College-Wide Communications
- Omnivex Reservation (*to be developed*)
- Publishing Notifications on the Douglas App
- Readerboard (*to be developed*)
- Social Media Accounts (*to be developed*)

#### F. LINKS TO SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES

##### [Administrative Policies Page](#)

- Academic Freedom
- Advertising on College Property
- Compliance with Freedom of Information and Protection of Privacy Act
- Intranet Policy
  
- [DC Connect Content Author Guide](#)

#### G. RELATED ACTS AND REGULATIONS

- *Freedom of Information and Protection of Privacy Act*, [RSBC 1996] c.165
- *Privacy Act* [RSBC 1996] c.373

#### H. RELATED COLLECTIVE AGREEMENT CLAUSES

N/A