

## Communication and publicity

### Policy and Protocols

The Queen's Foundation is committed to ensuring that all its publicity and published information, whether electronic or physical, is trustworthy, accurate and legal.

To achieve this, senior leaders will always scrutinise and approve all publicity and published information before publication. This policy is developed in accordance with Section C of the UK Quality Code for Higher Education.

Queen's is committed to ensuring that all virtual and social learning environments are safe, accessible and reliable for every student, promoting dignity, courtesy and respect in their use.

### General protocols

- Any information that names or refers to a partner validating university must be approved by the appropriate body in the University before publication. It is the responsibility of the Academic Dean to ensure that this happens.
- Any information that relates to equal opportunities legislation, disability discrimination or data protection legislation must be scrutinised and approved by the Chief Finance and Operations officer. It is the responsibility of the Principal to ensure that this happens.
- Publicity and published information that is primary and foundational – for example, a prospectus, public reports – will be scrutinised and approved by the Leadership Team<sup>1</sup>. In other cases individual officers, as named below, are responsible but when in doubt will refer material to the Leadership Team for consideration.

### Related Policies

- For issues relating to Freedom of Expression or verbal or written communications that could contravene laws relating to harassment, data protection or incitement to commit illegal acts see the Policies:
  - Harassment Policy
  - Data Protection Policy
  - Policy on Academic Freedom
  - Prevent Duty action plan and narrative from June 2016

### Online information

The Queen's website is maintained by a member of the tutorial staff, who is supervised by the Academic Dean. The administrator will only publish information if it is sent by or has been authorised by either the Academic Dean or the Principal. Any other information received

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<sup>1</sup> The Leadership Team is chaired by the Principal and includes the Directors of Centres, the Academic Dean and the Director of Finance and the Director of Operations

from staff or students for publication on the website must be referred to the Academic Dean for approval. The Queen's VLE is used primarily for internal communications. The Academic Dean is responsible for academic information pages, the Principal for general information and module tutors for module specific sections.

## Printed published information

- It is the primary responsibility of the Academic Dean to approve printed publicity and information whose primary focus is on academic programmes. This includes academic handbooks and annual reports to validating and accrediting bodies.
- It is the primary responsibility of the Principal to approve printed publicity and information about the Queen's Foundation and the work of various Centres.

## Social Media

- The Queen's Foundation Facebook page is used to develop connections with current students, alumni/ae, prospective students and partner organizations.
- The page shares news involving the institution, staff and wider Queen's community (e.g. conferences, community events, book publications, graduations and ordinations, news of alumni/ae).
- Open days are advertised on the page, as well as on the Queen's website.
- A minimum of two members of staff are the page administrator and several others are editors. The page administrators are responsible for ensuring that all communication promotes dignity, courtesy and respect.
- There are usually several posts per week during term time.
- The page links to the Queen's Library Facebook page and the Queen's Global Christianity Programme Facebook page.
- The Facebook 'feed' is mirrored on the homepage of the new Queen's website.
- The Queen's Twitter feed is linked to the Queen's Facebook page, and therefore the same posts are shared on each.
- All communications which do not promote dignity, courtesy and respect will be removed and reported to the Leadership Team, who will determine whether further action is required.
- Further parameters for staff use of social media are contained in the staff handbook.

## Virtual Learning Environment

- The Queen's VLE includes forums for communication between staff and students for a number of purposes, including education, review of modules and discussion of matters relating to the life of the Institution.
- In most cases, a member of staff will be responsible for a forum and therefore take responsibility for ensuring that all communication promotes dignity, courtesy and respect.

- Where students request a student only forum, there will be a named student who is responsible for ensuring that all communication promotes dignity, courtesy and respect.
- All communications which do not meet this standard will be removed.

## Authorised Users

- These regulations apply to all staff, students and visitors that connect to and use IT facilities at the Queen’s foundation. Staff should also refer to the Staff Handbook and students should refer to general and academic handbooks. Any user may report an alleged breach of this policy to the Principal.
- Users are reminded that under the Equality Act 2010 it is not solely the responsibility of any individual or group that are the alleged victim of harassment or inappropriate communications from another to report this. Likewise it is not necessary for the college to wait for an alleged victim to make an official complaint about any incident, the college may act upon other evidence received such as the record of communications or evidence of a witness.

## Implementation and review

Action	Date completed/due
Development of policy	Winter/Spring 2013
Approval of policy by governors	March 2013
Annual Review by Leadership Team	March 2014 & 2015
Major policy update to reflect Prevent Duty responsibilities	Spring/Summer 2016
Updated policy approved by Leadership Team	November 2016
Updated policy approved by governors	December 2016
Next annual monitoring by Leadership Team	March 2017
Annual Review by Leadership Team	May 2018