

Policy 2500: Institutional Communications and Brand Stewardship

A. PURPOSE

The purpose of this policy is to:

- Protect the reputation and legitimacy of Selkirk College.
- Provide directions to ensure that the college brand is effectively communicated to external and internal communities in a manner consistent with the college's mandate, vision, mission, values and standards of quality.
- Clarify the role and intent of official branding and communications and the department of Communications & Public Engagement (hereafter referred to as Communications & Public Engagement).
- Provide a framework for understanding the processes and protocols for specific communications that steward the college brand.

B. SCOPE / LIMITS

This policy applies to all:

- Leaders, board members, programs, areas, departments, units and divisions at Selkirk College.
- Employees communicating on behalf of the college in any capacity.
- Institutional communications, including but not limited to:
 - Branding and logo
 - Visual, written and digital communications output
 - Owned media and social media
 - Print publications and promotional items
 - Signage
 - Presentations

This policy does not apply to:

- The college's territorial acknowledgement, which is governed by *Policy 1100: Territorial Acknowledgement*.
- Communications made in a private capacity.
- Academic freedom, which is governed by *Policy 8150: Academic Freedom* and the SCFA Collective Agreement Letter of Understanding #11.

C. PRINCIPLES

1. **Institutional communications function.** Communications issued by Selkirk College on any channel will reflect the college's vision, mission, mandate, values and commitments. Selkirk College does not use its official communications channels to issue opinions on or acknowledge socio-political and global events that do not directly impact its operations or ability to fulfil its mandate.
2. **Best practices.** The development, use and management of brand properties and communication channels will embrace best practices and uphold and promote an accessible, professional, consistent, coherent and distinctive image for the college. Communications & Public Engagement supports and guides the use of best practices across the college through education, collaboration and templates.
3. **Oversight.** Communications & Public Engagement oversees the college's brand, communications strategy and all communications channels to ensure adherence with the college's standards. In specific instances, this department may delegate this responsibility.

Communications & Public Engagement may audit and evaluate communications channels to ensure alignment with standards. Any content on a channel that does not comply with standards may be subject to a remediation strategy or adjusted.
4. **Standards.** Communications & Public Engagement defines criteria and standards for communications channels and owned media, which shall be developed and used in accordance with best practices.
5. **Intellectual property and protection of privacy.** All college channels will comply with copyright laws and protection of privacy laws and seek to give credit according to college policies in alignment with *Policy 8815: Intellectual Property*.
6. **Name and logo.** Selkirk College's name and logo may only be used within defined parameters.
 - i. The college's name, logo and other graphic images associated with the college are trademarks and exclusive property of Selkirk College.
 - ii. Employees are permitted to use the college name, logo and other graphic images only for authorized activities of the college and in alignment with best practices and standards for brand properties, assets and collateral.
 - iii. Students are permitted to use the college's name, logo and other graphic images only in materials produced in collaboration with Communications & Public

Engagement.

7. **Issues management.** In the event of a crisis, Communications & Public Engagement will work with the assigned incident commander per the Incident Command System. The goal is to provide accurate, relevant and timely information to members of the college community, including tenants, other stakeholders and the public at large.
8. **Flags.** The college typically displays the national flag of Canada and the provincial flag of British Columbia. Any change around flag displays, including half-staffing or additional flags, must adhere to the college's procedure for flag selection. Any half-staffing of flags, and any display of special flags will be accompanied by communication to the college community.
9. **Private capacity.** For statements made in a private capacity, see *Policy 6000: Employee Code of Conduct and Conflict of Interest*.

D. DEFINITIONS

Brand: The brand represents institutional culture and identity and distinguishes the unique attributes of Selkirk College.

Brand assets: Brand assets are tools to express the larger brand. They include but are not limited to names and acronyms, taglines, logos, seals and crests, marks and designs, colour palettes, typography, iconography, tone, language and brand voice.

Brand collateral: The collection of print, digital and promotional collateral that include brand assets and support the brand identity.

Brand property: The print or digital usage of a term, name, mark, insignia, logo, seal, crest, design or symbol that has been adopted and used by the college, in physical installations, in college nomenclature (department, office, job titles), and in web and social media properties (handles, accounts, hashtags).

Channels: A channel is a tool used for communicating.

- **Email signatures:** An email signature is a block of text or an image that is appended or placed at the end of an email message. It contains the sender's name and contact information, such as email address, website URL, telephone number and title. It also includes institutional branding. It is part of the brand image and helps the recipient recognize the organization.
- **Media relations:** Media relations encompass relationships and communications with outside organizations and media that can lead to public coverage on external channels.

It includes but is not limited to the issuance of press releases, press conferences and interviews with third-party outlets.

- **Paid advertising:** Paid advertising is media purchased in third-party outlets.
- **Position statements:** Position statements are public messages that purport to be on behalf of the college or one of its units that adopt a certain standpoint or commentary regarding socio-political events.
- **Print publications:** Print publications are brand collateral that include but are not limited to booklets, postcards, programs, invitations, reports, stickers and posters that include brand assets and are distributed on or off campus for promotional or informational purposes.
- **Promotional products:** A promotional product is a customized piece of brand collateral featuring brand assets that is given away or sold on behalf of the college. They include but are not limited to apparel, lanyards, mugs and notebooks with college branding.
- **Signage:** Signage includes physical pieces of brand collateral that are displayed in a public space. They include but are not limited to posters, banners, wayfinding and digital signs.
- **Social media accounts:** Social media accounts are related to the college and its operations, use the college name and/or logo, and communicate about college activities in an official capacity. Institutional social media accounts are managed and /or moderated by Communications & Public Engagement or their identified designate.
- **Website:** A website is a set of pages of information on the internet under a single domain name. This piece of owned media often contains images and videos.

Communications & Public Engagement: The area within Selkirk College responsible for strategic communications, public relations and marketing functions.

Half-staff: Intentionally flying a flag with its centre halfway down the staff or pole for symbolic purposes.

Intellectual property: See *Policy 8815: Intellectual Property*.

Institutional voice: A set of language and style parameters that influence institutional communication by conveying personality, values and motivation. Voice can vary based on channel, audience and intended impact.

Legitimacy: When stakeholders perceive an institution to be functioning appropriately in a shared context of social norms.

Mandate: BC colleges are mandated by the government to provide accessible post-

secondary learning opportunities that support their communities and region.

Visual identity: Every visual element of a brand, including but not limited to a term, name, mark, insignia, logo, seal, crest, design, symbol, account name and hashtag.

E. LINKS TO RELATED POLICIES, DOCUMENTS AND/OR WEBSITES

- [Flag Protocol - Province of British Columbia \(gov.bc.ca\)](https://www2.gov.bc.ca)
- [Freedom of Information and Protection of Privacy Act](#)
- *Policy 6000: Standards of Employee Conduct and Conflict of Interest*
- *Policy 8815: Intellectual Property*

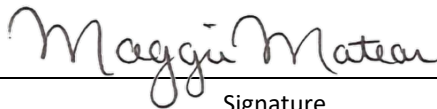
Responsibility, Recommendation and Approval Dates

Executive Responsibility: President & CEO

Administrative Responsibility: Director of Communications & Public Engagement

Recommended by Policy Review Committee or Administrative Policy Review Committee: 2024-10-21

Approved by President:



Signature

2024-10-23

Date

Linkage to Board Policy: **E30, E40, EL90, and EL130**