



Media, Marketing & Communications Policy

1. Purpose and preamble

- 1.1 The aim of this document is to clarify and ratify the Media, Marketing & Communications for the Union.
- 1.2 This policy should be used in conjunction with the Equal Opportunities Policy, No Platform Policy, Entertainments Policy, and the Environmental & Ethics Policy.
- 1.3 From time to time there will be a requirement to update these procedures; this will be done at least every two years.
- 1.4 The Media, Marketing & Communications forms an appendix to the Constitution, and in the event of any conflict, the Constitution is the overriding document of authority.

2. VP Communications & Campaigns

- 2.1 There shall be a member of the Board of Trustees responsible for liaising with the Membership Services Manager to oversee the management of all Union media. This position will be known as the VP Communications & Campaigns.
- 2.2 The VP Communications & Campaigns will work with the Membership Services Manager to recruit a communications team.
- 2.3 The VP Communications & Campaigns will liaise with the Editor of the student paper to ensure it is well managed and deadlines are met.

3. Communications

- 3.1 The Union has a commitment to communicate with the membership, outside organisations and individuals and the general public in a clear manner.
- 3.2 The Union should ensure it communicates with the membership in the most appropriate way possible. Alternative formats should be made available for those who request it, e.g. large print, electronic, hard copy.
- 3.3 In line with the Union's Environmental & Ethics Policy, the Union will reduce its use of paper and waste through the use of more environmentally friendly medium e.g. internet, computers, plasma screens, text messaging, h20.
- 3.4 Any communication, publication or marketing materials produced by the Union or affiliated clubs and societies must be proof read before printing to ensure there are no errors and all spelling and grammar is correct.

4. Union Media

- 4.1 Union media and marketing is expected to break even as a minimum when all cost including staffing taken into account.
- 4.2 The Board of Trustees will set a yearly budget for each area of Union media and marketing.
- 4.3 Union media refers to all Union publications, website and other communication methods. The following fall under the umbrella of Union media, Union website, student newspaper, welfare leaflets, posters & flyers,

bulk e-mail, SMS/ Text messaging, Freshers' Fair, Freshers' Handbook, Freshers' mailout, etc.

- 4.4 The Union will ensure that all Union media is of a high standard and that any information given is accurate and clear.
- 4.5 The Union should ensure it communicates with the membership in the most appropriate way possible. Alternative formats should be made available for those who request it, e.g. large print, electronic, hard copy.
- 4.6 The Membership Services Manager will liaise with the VP Communications & Campaigns to compile a price list of Union media. The Price list will be agreed yearly by the Senior Management Team.
- 4.7 Union departments, clubs and societies will be charged for any marketing in the student newspaper, Freshers Handbook, Freshers' mailout, Freshers' Fair, text messaging and any welfare booklets, as well as the cost of any photocopying for leaflets and posters. These costs may be waved at the discretion of the Executive Committee.
- 4.8 Any Union publication must contain the Union website, e-mail address and Union logo.

Union Website and the Internet

- 4.9 The VP Communications & Campaigns will ensure that the Union website is updated regularly. The main areas of the site should be updated a minimum of once a month, to ensure that they remain useful to the membership.
- 4.10 The VP Communications & Campaigns will be responsible for ensuring that any material that is displayed in any area of the Union is accurate and complies with Union policy.
- 4.11 The VP Communications & Campaigns will be responsible for overseeing the development of the website with the Membership Services Manager.
- 4.12 The Membership Services Manager will be responsible for ensuring the Union complies with the Data Protection Act and other legal requirements. However, the VP Communications & Campaigns will be responsible for ensuring accessibility of the website complies with legal requirements.
- 4.13 The VP Communications & Campaigns will be responsible for overseeing the approval and training of sub editors.
- 4.14 Clubs and societies must have and regularly update a webpage within the Union's website.
- 4.15 A club or society may have a main website not hosted within the Union site, at the discretion of the Union Board of Trustees. However, the Union will not permit any expenses to be claimed by the club for the costs of hosting such a site. Any content on such a site must comply with Union policies.

- 4.16 The Sabbatical Officers or their nominees will be directly responsible for updating and ensuring the standards of content of the following areas:
- | | |
|--------------------------------------|---------------------------|
| President (Welfare & Representation) | - Services, Advice |
| VP Communications & Campaigns | - Union, Campaigns, Media |
| VP Activities & Participation | - Activities |
- 4.17 Any advertising gained through the host company or locally by the Union must comply with Union policy.
- 4.18 The Union will encourage members to register with the website, and will use information gathered to improve communication with the membership.
- 4.19 The Union will aim to publish all information on the website that is published in any other format.

Student Newspaper

- 4.20 There shall be a student newspaper that will be prepared by interested students, who will write for, design and edit the publication.
- 4.21 The student newspaper will be required to abide by Union policies and procedures.
- 4.22 The Editor and up to three sub editors of the student newspaper will be appointed by the Board of Trustees under the guidelines for appointing non elected reps.
- 4.23 A list of deadlines and publication dates will be compiled between the Student Newspaper Editor and the VP Communications & Campaigns. The Student Newspaper should be published on a fortnightly basis, subject to holidays/breaks and special additions e.g. election special.
- 4.24 Readers of the publication must be made aware that the student newspaper does not reflect the views of the Union. However, views expressed within the publication must not contravene any Union policy.
- 4.25 No more than a third of the publication may be made up of adverts marketing outside companies.
- 4.26 Union departments will be charged for advertising space within the student newspaper at the same rate as an outside company.
- 4.27 However Union departments will not be charged for general information notes.
- 4.28 The student newspaper will be made available to all members of the Union online via a section within the Union website. Hard copies will be made available within Union premises and other distribution points in University premises.

- 4.29 Any information within the publication should be checked for accuracy and no articles should be published that could result in legal action against the Union as a result of the article.
- 4.30 The Editor and VP Communications & Campaigns shall recruit a team of volunteers to write for, design and run the student paper.
- 4.31 The VP Communications & Campaigns will liaise with the Editor to ensure that the student newspaper team meet on a regular basis.
- 4.32 The VP Communications & Campaigns will liaise with the Editor to ensure that the paper is published on time.
- 4.33 The student newspaper should be run on a breakeven basis; the Board of Trustees may agree to additional funding if a breakeven budget cannot be achieved.
- 4.34 The following must be included in each issue if possible:
- Details of Union events
 - Welfare Articles
 - Message from each Sabbatical Officer and Trustee
 - Information on clubs and society activities.
 - Advertising that has been paid for in that issue.
 - List of contributors
 - Editor's editorial
 - Any other Union or University news that is of interest to the Union membership.
- 4.34 The student newspaper should when possible include articles and information, relevant to students at all its different sites.
- 4.35 The Editor must maintain a mailing list of people requiring copies of the publication, and must also ensure that copies of the publication are sent to everybody on the list within a week of the publication date.
- 4.36 The student newspaper should be produced in the most economical and appropriate manner. The format of the publication must be within budgets agreed by the Board of Trustees.

Welfare Leaflets & Guides

- 4.47 The VP Communications & Campaigns will be responsible for ensuring the accuracy, updating and producing a range of welfare and advice related leaflets and booklets.
- 4.48 The cost of any booklets should be paid for via outside advertising revenue.

Posters & Leaflets

- 4.49 Trustees, staff and clubs and societies will from time to time need to produce posters or leaflets for one reason or another. These posters and leaflets

should be well designed, clear and concise and contain all the information that is needed.

- 4.50 Leaflets may only be distributed in the Union foyer via leaflet racks or face to face as part of an information stand, or in halls by a member of Union staff.
- 4.51 Posters may only be placed on Union notice boards. Posters are not allowed in any other area of the Union, University buildings or halls of residence. All posters must be put up by a member of Union staff.
- 4.52 Any leaflets or posters found in any other area of the Union or University will be removed and disposed of. The Union will hold the department, club or society, individual or outside company responsible for any damage.
- 4.53 Any posters must be removed within one week of them no longer being required.
- 4.54 The Union will not pay for any posters or flyers printed by outside companies unless agreed by the budget holder.

E-mail

- 4.55 The Union will not permit the sending of bulk e-mails to its members as a whole, other than via a weekly Union update newsletter. The newsletter will be sent from the main Union e-mail account each Monday and shall be overseen by the Membership Services Manager.
- 4.56 The Union encourages clubs and societies to use e-mail as one of the best ways of communicating with their membership.

SMS/Text Messaging

- 4.57 The use of the Union's text messaging services is to encourage an effective way of communicating with groups of individuals of which the mobile details are known.
- 4.58 All clubs and societies will have text messaging accounts set up at the start of each year; club/society heads will be trained in its use.
- 4.59 The cost of text will be set in accordance with the cost incurred by the Union.

Freshers' Fair

- 4.60 The Union will run an annual Freshers' Fair that will comprise of Union services, welfare organisations, Union clubs and societies, and outside organisations and companies that are in keeping with Union policy.
- 4.61 The aim of the fair is to promote Union services and clubs and societies. However, there is a need for outside companies to help the event make money for the Union to ensure that the marketing and media budget breaks even. The balance of Union and non Union stalls should be maintained but not at the detriment of Union services or clubs and societies.

4.62 The Membership Services Manager shall be responsible for overseeing all areas of the fair.

4.63 The fair must comply with the Union's Health & Safety Policy.

Freshers' Handbook

4.64 The Union shall produce a guide to the Union that will be distributed to all new members of the Union.

4.65 The publication should be a breakeven publication with the cost of publication being paid for through advertising revenue from outside companies.

4.66 No more than a third of the publication may be made up of adverts marketing outside companies.

4.67 The publication must contain the following:

- Information on the Board of Trustees
- Ways of getting involved with the Union
- Details of all Union services and facilities
- Welfare information
- Details of Union activities, including clubs and societies, volunteering/SCA, Athletic Union, etc.
- Freshers' Week and induction information
- Relevant outside advertising

Sponsorship

4.68 The sponsorship of any club or society or event by an outside organisation is subject to Union policy.

4.69 Any proposal for sponsorship must be passed by the Membership Services Manager before it is passed to the proposed sponsor.

4.70 Any agreement must set out what both parties get from the sponsorship package and length of agreement.

4.71 Any agreement must be agreed by the Membership Services Manager before being signed by both parties.

4.72 The Membership Services Manager will be responsible for coordinating any club or society sponsorship deal for their club/society or an event.

Other Media

4.73 It is the responsibility of the Membership Services Manager to liaise with the VP Communications & Campaigns over potential new forms of media for the Union.

4.74 The Membership Services Manager is responsible for looking at new sources of revenue from Union media and other media related sources.

5. Dealing with Outside Media And Press Releases

- 5.1 The President (Welfare & Representation) has overall responsibility for external relations; as such he/she will be the first point of contact for any outside media. The President (Welfare & Representation) will consult with the most appropriate members of the Board of Trustees before giving a statement.
- 5.2 No individual or group may issue a press release on behalf of the Union, other than the President (Welfare & Representation) or VP Communications & Campaigns, who will be responsible for ensuring that any press release is accurate and reflects the views of the Union.
- 5.3 The VP Communications & Campaigns shall be responsible for updating a list of press contacts for use by the Union.
- 5.4 All press releases must be written on Union headed paper and must follow a standard format.

6. Marketing Of Outside Organisations.

- 6.1 The Membership Services Manager will be responsible for overseeing the marketing of Union Media to outside companies.
- 6.2 The Membership Services Manager will liaise with the VP Communications & Campaigns to compile a price list of Union media. The price list will be agreed yearly by the Senior Management Team.
- 6.3 Outside organisations will be charged for the privilege of marketing their services or goods to our membership. The charge may be waived at the discretion of the Board of Trustees or Senior Management Team.
- 6.4 The Union has jurisdiction over the marketing of any outside organisation within the Union, University halls and Union buildings other than when it has been agreed via another University department.
- 6.5 A booking form and deposit must have been received from any company wishing to promote its services etc, prior to any marketing being carried out by the Union.
- 6.4 The Membership Services Manager will be responsible for updating the terms of any booking forms and agreements.
- 6.5 Organisations wishing to promote their goods or services via Union media will be subject to the restrictions of Union policies and procedures.
- 6.6 No organisation that is part of the No Platform list or Environmental & Ethics List will be permitted to advertise its goods or services on Union premises or via any Union media or sponsorship opportunities.
- 6.7 At the discretion of the Board of Trustees or Senior Management Team a company that would directly affect the revenue from Union may be refused permission to market its services or goods to the membership.

- 6.8 Any agreement between Bath Spa University Students' Union and an outside organisation must be agreed by the Membership Services Manager.
- 6.9 If any marketing materials other than those distributed by Union staff are found on Union or University premises, they will be removed. The organisation involved will be informed of our actions and may wish to pay to have their materials displayed by the Union.
- 6.10 If an organisation displays or distributes marketing materials on Union or University premises on more than one occasion without prior consent, then further action will be taken, this may include legal action.

7. Communications Team

- 7.1 Bath Spa University student volunteers should be used when possible to design and run all Union media.
- 7.2 The VP Communications & Campaigns will be responsible for recruiting a team of student volunteers to write for and run the Union website and Student Newspaper.
- 7.3 In-house training will be made available to members of the communications team. Outside training will only be considered at the discretion of the Board of Trustees.

8. Marketing Union Events

- 8.1 Any event than the within Union premises or organised by the Union must be publicised no later than one working week prior to the event.
- 8.2 The Union will publicise events using the most appropriate method: student newspaper, plasma screens, website, banners, posters, a-boards, flyers, e-mail, text messaging, etc. All events must be publicised in the student newspaper and on the website as a minimum.
- 8.3 A club or society running an event must give full details of the event to the Bar Manager and the Membership Services Manager at least one month in advance.
- 8.4 Full details of any event must be given to the Membership Services Assistant at least one month in advance of any event. This will allow sufficient time to produce publicity materials and promote the event. Details submitted must include date, bar times, start time, finishing time, name of event, name of any acts e.g. DJs, bands, and details and images of them if possible, any other images to be included on the publicity materials.
- 8.5 The relevant budget will be charged accordingly for the cost of any photocopying or other media costs.
- 8.6 Any poster must contain the Union website and e-mail address, and Union logo.

- 8.7 The Membership Services Assistant will liaise with any club or society running a major event e.g. Rugby 7s, over the marketing of the event.
- 8.8 For some Union events the Union will be obliged to market the event in a specific way due to contractual obligations. The Membership Services Manager shall be responsible for ensuring all such obligations are met.

9. Marketing Union Activities & Services

- 9.1 Union services should be well promoted to the membership to maximise use.
- 9.2 The Membership Services Manager will be responsible for overseeing the marketing of all Union services and activities.
- 9.3 Any promotion material for any Union activity or service must contain the Union website and e-mail address and Union logo.
- 9.4 Union departments must take care to ensure that anything produced by the Union is accurate and of a high standard.
- 9.5 Any publication or marketing materials produced by the Union or affiliated clubs and societies must be proof read before printing to ensure there are no errors and all spelling and grammar is correct.
- 9.6 The Union shall only promote the alcohol and tobacco in accordance with the guidelines set out under the "Alcohol, Drugs and Smoking" policy.

10. Photocopying

- 10.1 The Union will charge any club, society or Union department for the cost of any photocopying made by its staff or officers or on its behalf by a member of Union staff.
- 10.2 The Membership Services Manager will set a price list for copy charges each year.

11. Use of Union Logo and Corporate Font

- 11.1 The Union logo can be obtained from the Membership Services Manager in a variety of formats and sizes.
- 11.2 The Union logo must not be altered by anyone other than the Membership Services Manager or their nominee; this includes the resizing of the logo.
- 11.3 The Union's corporate font is Verdana size 12. Staff and officers should use this font whenever suitable.
- 11.4 Any Union publication must contain the Union website and e-mail address and Union logo.
- 11.5 Union headed paper and faxes can be found on the SU drive, for use by Union staff and officer.

12. Media and Marketing Staff

- 12.1 All Union media and marketing affairs will be overseen by the Membership Services Manager.

- 12.2 The Membership Services Assistant shall be responsible for the marketing and design of Union publications and media as directed by the Membership Services Manager.

<p>Approved by:</p> <p>Implementation Date:</p> <p>Review date:</p> <p>Person responsible for review: President & Communication Officer</p> <p>Committee responsible for implementation: Senior Management Team & Executive Committee</p> <p>Person responsible for interpretation: President</p>	<p>on:</p>
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