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**MARKETING COMMUNICATIONS POLICY  
FOR THE UNIVERSITY OF GHANA**

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# MARKETING COMMUNICATIONS POLICY FOR THE UNIVERSITY OF GHANA

## 1.0 Introduction

This University of Ghana Marketing Communications policy guides the University of Ghana (UG) community in its marketing communication activities recognising that all such activities should be coordinated from a Marketing and Service Excellence Unit located within the Office of Institutional Advancement.

The Marketing and Service Excellence Unit exercises oversight responsibility for the co-ordination of all official internal and external marketing communication activities of the entire University. No marketing consultants, marketing research firms, public relations agencies, brand design agencies, graphic design firms, web design firms, independent design consultants or social media consultants will be communicated with, without the prior approval of the Marketing and Service Excellence Unit.

For the purpose of this policy, Marketing Communications refers to advertising, direct marketing, branding, packaging, online presence, printed materials, public relations activities, sales presentations, sponsorships, trade show appearances and all activities connected with the promotion of the University of Ghana in local and international markets.

## 2.0 Purpose of Policy

- 2.1. The University of Ghana Strategic Plan stipulates that the University of Ghana will develop a clear marketing communication strategy to protect its brand assets. The formulation of this marketing communications policy is the preliminary step in this regard.
- 2.2. The Marketing Communications Policy provides clear guidance on how the University of Ghana's marketing communication efforts should be organised. This policy is designed to enhance the University of Ghana's image and message delivery through a stronger and more

defined relationship between the Marketing and Service Excellence Unit and all other University of Ghana communicators. One of the strongest proposed effects of this policy is the production of high-quality internal and external official messages that are consistent with the University of Ghana's mission, institutional identity, positioning and other reputation imperatives.

- 2.3 The University of Ghana Marketing Communications Policy is crafted to enhance and protect UG's institutional reputation, advance and strengthen the University's brand, encourage community engagement, and reinforce the University's relevance in the lives of its key target audiences, including current and prospective students, alumni, donors, friends; faculty and staff.

### **3.0. Objectives of the Policy**

- 3.1. Maximise opportunities to enhance University of Ghana's visibility through the dissemination of relevant brand stories.
- 3.2 Ensure all information put out by the University of Ghana is consistent with the University of Ghana Brand Manual and editorial standards.
- 3.3 Provide oversight and leadership in assisting all University of Ghana colleges, schools, departments and centres, central administration, halls of residence and other relevant units in all their marketing and communications activities.
- 3.4 Integrate efforts between the Marketing and Service Excellence Unit of the University of Ghana and University of Ghana communicators to optimise creativity in design and message, as well as to improve information flow; ensuring full brand compliance.
- 3.5 Ensure that the University of Ghana is efficiently leveraging its marketing and related communications investments at all levels and in all areas.

#### **4.0. Activities for which this Policy Governs**

This policy covers official institutional activities such as are outlined below, but are not limited to:

- 4.1 Strict Adherence to University Brand Manual Guidelines.
- 4.2 Publications (including print and electronic publications).
- 4.3 Logos and unit identity management.
- 4.4 Advertising (the term advertising includes traditional media channels – TV, radio, billboard, magazine, newspaper, etc.), as well as marketing communications that utilise new media channels, including websites, email solicitations, product placement and other activities involved in marketing the University of Ghana (for University of Ghana advertising guidelines, refer to the UG Advertising Policy).
- 4.5 Corporate and sub-brand promotional videos.
- 4.6 Primary, secondary and tertiary University of Ghana web pages.
- 4.7 Market research; and
- 4.8 Institutional social media management (LinkedIn, Twitter, Facebook etc).

#### **5.0 Definitions**

For the purpose of this policy, the following definitions shall apply:

- 5.1 News media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.
- 5.2 Internal and external communication refer to all official communication that the University gives out to its diverse customers.
- 5.3 Courses refer to classes, workshops, and classes culminating in artistic, musical or theatrical productions.

## **6.0 University of Ghana Marketing and Service Excellence Unit**

- 6.1 The Marketing and Service Excellence Unit works in partnership with key University of Ghana administrators and partners who have official responsibilities that include developing and managing marketing and sponsorship agreements and other contracts between University of Ghana and its external constituencies.
- 6.2 The Marketing and Service Excellence Unit takes a collaborative approach to maximising University of Ghana's messaging, image, financial resources and benefits in management of external marketing and sponsorship agreements and/or contracts.
  - 6.2.1 This approach also minimises duplicate solicitations in the University of Ghana community from external sources and maximises internal University of Ghana cross-marketing potential by:
    - i. The evaluation of the significant value to external entities in exposure, affiliation and relationship with University of Ghana, and then reviewing and recommending sponsorship policies and prices accordingly.
    - ii. Identified sponsorship opportunities throughout University of Ghana.
    - iii. Advising on current and potential sponsorship issues and opportunities.

## **7.0 University of Ghana Marketing Communicators Network**

- 7.1 All University of Ghana units, colleges, departments, centres, institutes and/or budgetary unit employees and/or students responsible for marketing, publications or media relations will be stipulated to register with (a domain name registered by the university) and participate in a University of Ghana Marketing Communicators Network as organised and facilitated by the Marketing and Service Excellence Unit.



- 7.2 The Marketing and Service Excellence Unit emphasises a collaborative approach through the University of Ghana Marketing Communicators Network, guided by University of Ghana Marketing Communications Policy, the University of Ghana Brand Manual, and periodic meetings and communication to promote a spirit of intellectual and creative collaboration to optimise excellence and creativity in design and messaging, and compliance with the Marketing Communications policy.
- 7.3 The Marketing and Service Excellence Unit assists all University of Ghana communicators, including University of Ghana administrators, faculty, staff and students, ensuring that the University of Ghana image is accurately portrayed in news, promotional materials, activities and events.

## **8.0 External Advertising/Marketing/Creative Agencies**

- 8.1 When necessary, the University of Ghana may appoint external advertising agencies to provide professional advice and creative services for University of Ghana branding campaigns and other key projects.
- 8.2 All agency briefs are managed through the Marketing Communications and Service Excellence Unit. No other University of Ghana Unit may engage any advertising agency without the Head of Marketing and Service Excellence Unit or Director, Office of Institutional Advancement's prior approval.

## **9.0 University of Ghana's Name and Logo**

- 9.1 The University of Ghana's name and logo are the official emblems and registered trademarks of University of Ghana and may only be used for official University of Ghana purposes.
- 9.2 In respect of the University of Ghana name and logo, it is the University's policy that there should be acceptable uses of the University of Ghana logo as defined in the University of Ghana Brand Manual.

- 9.2.1 In the case of college, school, hall or departmental logos, the creation of a specific identity in terms of logo, colours, placement on official documents etc will adhere to directions in the University of Ghana Brand Manual.
- 9.3 The University of Ghana logo is designed to promote the University of Ghana's visual identity and brand. While the logo must be used by all University of Ghana units, colleges, departments and programs, on all internal and external printed and electronic materials representing the University of Ghana (including letterhead, business cards, reports, magazines, newsletters, presentations, web pages, and temporary and permanent signage), the logo is not to be modified by changing the font, proportions, colour or other design alteration.
- 9.4 The use of the University of Ghana logo is not permitted in publications and displays that are not under the auspices or official sponsorship of the University of Ghana.
- 9.5 Questions regarding the use of the University of Ghana logo in publications or displays should be addressed to the Head of the Marketing and Service Excellence Unit in the Institutional Advancement Directorate.
- 9.6 It is the University of Ghana's view that the development and application of University of Ghana brand standards is determined by the Marketing and Service Excellence Unit as approved by the Director, Institutional Advancement and Office of the Vice Chancellor.

## 10.0 Licensing

- 10.1 Commercial use of the University of Ghana name or logo is prohibited except in those instances expressly authorised by the Director, Institutional Advancement Directorate and the Head, Marketing and Service Excellence Unit.
- 10.2 All branded University of Ghana items that are sold must be ordered through a licensed vendor. Licensed

vendors have access to official art files and they have a streamlined approval process to ensure that the product has been reviewed and approved by the University of Ghana's Marketing and Service Excellence Unit. They are also responsible for royalty collection.

- 10.3 Items not being sold are to be ordered through licensed vendors because of their familiarity with the University of Ghana brand standards, access to official art files and the streamlined proofing process. However, unlicensed vendors may be used only with written approval from the Marketing Communications Unit. An approved proof is required prior to production by an unlicensed vendor.

## **11.0 Corporate Sponsorship Identification**

- 11.1 All sponsorship programs offering corporate identification on University of Ghana collateral materials, including print publications, online, video, clothing and other items, must adhere to University of Ghana's Brand Manual.
- 11.2 University of Ghana branding must always be prominent and dominant, with sponsor identification having secondary position.
- 11.3 The Head of Marketing and Service Excellence Unit is the contact person for inquiries related to corporate sponsorship.

## **12.0 University of Ghana Advertising Approval**

- 12.1 All University of Ghana advertising placed on behalf of the University of Ghana, and any entity therein, in any publication or electronic medium must be approved by the Marketing and Service Excellence Unit before being processed. The Head of Marketing and Service Excellence Unit is the University of Ghana's point of contact for all advertising vendors.

## 12.2 Paid Advertising

The University's Advertising Committee shall define the schedule of costs and fees for advertising. All advertising purchased by any unit, college, department, program and/or budgetary unit within the University of Ghana, excluding personnel classified advertising, must be approved by the Head of the Marketing and Service Excellence Unit who should be in the know of the defined schedule. This ensures:

- i. Quality control, appropriateness and consistency of University of Ghana messaging and image.
- ii. The University of Ghana receives the most competitive rates possible for all University of Ghana advertising purchases.

## 13.0 University of Ghana Public Relations and News Media

13.1 The astute management of the public relations function at the University of Ghana will ensure the image of the University of Ghana, including its administrators, faculty, staff and students, is accurately portrayed in the public and news media. As a primary liaison between members of the University of Ghana community and the media, the Public Affairs Directorate of the University of Ghana shall:

- i. Provide the University of Ghana community with the standards and direction associated with external news
- ii. Monitor news media on campus and public information requests. Public information requests will include the provision of information to public and media interest in a professionally prepared format to the news media, including: writing University of Ghana news releases, University of Ghana campus announcements and media advisories regarding significant events and

activities that enhance the image of University of Ghana, and are of interest to the University of Ghana community and general public as determined by the Public Affairs Directorate:

- a. Provide daily updates of the University of Ghana website.
- b. Track media mentions of the University of Ghana brand.
- c. Advise and assist in media issues management, including news releases, media advisories, talking points, news conferences and media strategies.
- d. As appropriate, arrange interviews with administrators, faculty, staff and students with representatives of the news media.
- e. Assist media representatives in locating sources of information at the University of Ghana.
- f. Provide media coaching for administrators, faculty, staff and students in preparation for publicity, such as interviews; and
- g. Maintain current media contact lists.

#### **14.0 Responding to Media Inquiries**

The Director of Public Affairs serves as the official spokesperson for the University of Ghana. In addition, the Director of Public Affairs may designate an official media spokesperson for the University of Ghana on a case-by-case basis, as approved by the Office of the Vice-Chancellor. The Public Affairs Directorate will facilitate media interviews with University of Ghana administrators, faculty, staff and students through its office with respect to media stories that directly affect the University. This will ensure the University of Ghana not only serves as a valuable source of brand enhancing information, but also meets media deadlines for stories, delivering excellent service in support of the working press.

## **15.0 Academic Freedom**

- 15.1 The University of Ghana respects academic freedom and faculty protections afforded to faculty. The University of Ghana recognises that faculty may respond to media inquiries directly on matters related to their professional duties, the functioning of the university, and/or on matters of public concern subject to the need for courteous, professional and dignified interactions and the responsibility to refrain from interfering with the normal operations of the University and its ability to carry out its mission.
- 15.2 Faculty have a special status in the community, a responsibility and an obligation to indicate when expressing personal opinions that they are not institutional representatives unless specifically authorized as such. Faculty should as much as possible not pass out information on any news media that could impugn directly or indirectly the UG brand image.
- 15.3 The Public Affairs Directorate would develop a list of faculty equipped to address media inquiries on matters related to their professional duties, the functioning of the university and/or on matters of public concern.
- 15.4 Faculty members who need assistance or advice in responding to an inquiry should immediately contact the Public Affairs Directorate before responding.

## **16.0 Problematic Incidents or Sensitive Issues**

University of Ghana incidents or stories that may lead to negative perceptions or publicity must be conveyed to the Public Affairs Directorate as early as possible, so facts can be gathered and timely responses made.

## **17.0 Government Relations**

Members of the University of Ghana community conveying University of Ghana-related information to lawmakers, policymakers and business leaders should

first contact the Director of Institutional Advancement, who can facilitate communication efforts and help with protocol. This includes invitations to - and communication about - university events, programs and tours to ensure the most effective communication possible with these critical constituents.

## **18.0 External News**

- 18.1 The Public Affairs Directorate will have oversight responsibility of some selected and trained staff who will be responsible for disseminating all news releases and other University of Ghana information to media outlets and will otherwise make all media contacts for the University of Ghana across all Colleges; and the relevant University Units.
- 18.2 Any questions regarding media contacts or coverage should be directed to the Director of Public Affairs.
- 18.3 Written communications with media must conform to University of Ghana accepted journalistic standards (as provided by the Public Affairs Directorate).
- 18.4 The Public Affairs Directorate will review publications and web content for appropriate news, newsworthiness and/or design standards.

## **19.0 Major News Stories and Releases**

- 19.1 News of major importance must be identified by University of Ghana community members and planned in conjunction with the Public Affairs Directorate well in advance (embargoes can be established or confidentiality ensured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed and quoted as needed, and announcements planned for major impact.
- 19.2 University of Ghana units, colleges, departments, programs and budgetary units are asked not to send information or releases separately to the media without

prior approval of the Director of Public Affairs, as duplication and confusion, and sometimes outright error, can result.

- 19.3 However, the Public Affairs Directorate will inform the University of Ghana marketing communicators from specific units, colleges, departments and programs of opportunities, and will work with them to coordinate additional news dissemination.
- 19.4 Public Affairs Directorate will issue a news release when a University of Ghana administrator, faculty member, staff member or student has a major research, funding or other newsworthy announcement that will enhance the University of Ghana's image. News releases are posted on the University of Ghana website and sent via email to news media at the discretion of the Director of Public Affairs.
- 19.5 The Public Affairs Directorate staff will provide assistance in planning events, such as news conferences and/or announcements and will also assist in performing the following:
  - i. Send out media announcements in advance of a news conference and/or announcement and prepare, as appropriate, hard copies of news releases and background materials for the event.
  - ii. Also, as appropriate, send out news releases via email following the news conference and/or announcement.
  - iii. Advise on the setup and planning for news conferences and/or announcements.
  - iv. The assistance of the Public Affairs Directorate must be sought in setting up an on-campus news event (conference and/or announcement); University of Ghana community members must contact the



Public Affairs Directorate a minimum of one month prior to the scheduled news event.

## **20.0 University of Ghana Design & Publication of Promotional Materials**

- 20.1 To ensure high quality, visual consistency and a strong connection to the University of Ghana brand across all promotional materials representing the University of Ghana, the goal of adhering to the UG creative design guidelines as outlined in the UG Brand Manual are to:
- i. Ensure the consistent application of strategies to promote and protect the University of Ghana brand.
  - ii. Ensure that University of Ghana properly communicates with a consistent voice;
  - iii. Ensure all information follows University of Ghana design and editorial standards;
  - iv. Provide centralised expertise and available resources to assist the University of Ghana community.
- 20.2 All University of Ghana image publications and external audience communications, including all student recruitment and fundraising publications, must be designed and produced and/or pre-approved (prior to production) by the Marketing and Service Excellence Unit. University of Ghana colleges, departments and programs preparing publications (newsletters, magazines, booklets, fliers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, web pages and/or audio-visual presentations intended for an external audience should first contact the Marketing and Service Excellence Unit for guidance and assistance to ensure compliance with policy and procedure, and efficiency in the production process.
- 20.3 At all times however UG communication should be consistent with the UG Brand Manual.

## **21.0 University of Ghana Video/Photography Permission/Model Releases**

- 21.1 The University of Ghana will obtain the appropriate permission to use the image or likeness of individuals for promotional purposes. When reasonably possible, the University of Ghana requires written permission for University of Ghana's photo/video release form) of students and/or other adults who are primarily featured in a University of Ghana video production or photograph.
- 21.2 At a minimum, whenever reasonably possible, University of Ghana videographers and/or photographers shall identify themselves verbally or by wearing a University of Ghana press badge, informing potential featured students and/or other adults of the intent of the video and/or photo and its end use.
- 21.3 When the subjects primarily featured are minors, written permission must be obtained from a parent or guardian.
  - i. The sole remedy available to a featured University of Ghana student or other adult who does not provide permission to the University of Ghana is the removal of such video/photography from all future University of Ghana marketing materials.
- 21.4 When video or photos are supplied by an organization on or off the University of Ghana campus, permission to use the images is implied.
- 21.5 The Marketing and Service Excellence Unit will work with the organisation or request that the organisation's representative supplying the video or photos confirm permission has been granted by the creator and the subject(s) and that appropriate video and photo credits are published.
- 21.6 The mood, tone and visual quality required for all UG photography are captured in the UG Brand Manual.

## **22.0 University of Ghana Brand Standards**

- 22.1 The University of Ghana logo must be prominently displayed on all material that represents the University of Ghana. Please refer to the University of Ghana Brand Manual.
- 22.2 University of Ghana marketing communicators are encouraged to use available Marketing and Service Excellence Unit design templates, all of which work together to establish the University of Ghana's comprehensive visual identity.
- 22.3 Unique designs are allowable, but must be pre-approved by the Marketing and Service Excellence Unit to ensure consistency with University of Ghana Brand Standards.

## **23.0 University of Ghana World Wide Web Standards**

- 23.1 The University of Ghana recognises that marketing communications activities are carried out in both brick-and-mortar and online formats. Online communications that take place on the World Wide Web require strict guidelines. The UG World Wide Web standards describe specific visual and information elements and their usage that are required for all official University of Ghana web pages, as well as Internet communications and applications required for all official University of Ghana web pages.
- 23.2 The University of Ghana Web Standards are intended to promote a strong and consistent University of Ghana brand, in conjunction with a clear and accessible interface for those accessing information about the University of Ghana via the web.
- 23.3 Each University of Ghana website document is part of the University of Ghana's public presentation, and should be written and edited with the same care and diligence that one would apply to a University of Ghana

print publication. All University of Ghana websites shall comply with the University of Ghana Web Standards as follows:

i. Domain Names

University of Ghana websites must have domain names within the ug.edu domain, e.g. ug.edu/admissions. External domain names shall not host a University of Ghana site or redirect to a 'ug.edu-based URL' unless there is a valid marketing reason for doing so. In those rare cases, use of an external domain name must be approved by the Marketing and Service Excellence Unit. All domain names are subject to University of Ghana Computing Systems (UGCS) approval. URL naming guidelines are available at UGCS. Procedures for approval and registration of University of Ghana domain name and website account are available at UGCS.

ii. Design

University of Ghana websites must use the University of Ghana Brand Manual prescribed-web templates. The University of Ghana web templates provide consistent branding and navigation while supporting a broad range of content and layout options.

iii. Contact Information

University of Ghana websites must provide up-to-date contact information (name, address, email, telephone number) as a way for users to contact a University of Ghana department/organisation.

iv. Ensuring Accuracy

University of Ghana websites must be continuously maintained. Periodic review and necessary revision are needed to ensure that all University

of Ghana content is relevant, accurate and up-to-date, as required by the specific area/unit web administrator.

v. Confidential Information

Confidential information shall not be published on University of Ghana websites.

vi. Advertising/Sponsorship

Only departments/organisations with an existing and approved advertising/sponsorship may extend it to their websites. For approval of prospective advertising/sponsorship programs, please contact the Head of Marketing and Service Excellence. Websites on ug.edu are restricted to displaying sponsor names, not logos.

vii. Correct Use of University Name

The official forms of the University of Ghana's name are: The University of Ghana and UG. Please do not use any other abbreviation or arrangement. Also, when referring to the University of Ghana simply as "the University," the word "university" should not be lowercased.

viii. Correct Spelling and Grammar

As with any publication, please check for spelling errors, typos and grammatical mistakes. Please notify the appropriate area/unit web administrator if errors are discovered. If you do not know the identity of the area/unit web administrator, please contact the Public Affairs Directorate, which will assist by identifying the area/unit web administrator.

ix. Correct Use of Images

Images must not incorporate difficult to read or illegible text. Images must not appear pixilated or

stretched. Image files should be in JPG, PNG or GIF format and less than 1MB in file size. Using Save for Web in Photoshop with a quality setting of High (60%) is recommended.

x. Faculty Pages and Bios

A faculty member may be represented with a single faculty page within the site of the department with which the faculty member is affiliated. Such faculty pages are the department's responsibility to maintain and keep up to date.

- a. If a faculty member wishes to provide additional information online, he or she may provide this information via a link from his or her University of Ghana faculty page to a non-University of Ghana affiliated site.

xi. Font Style for the University

The font style for the University of Ghana would be 'Helvetica Neue' because of its easy to read nature, its boldness, and strong font style for outdoor branding.

xii. Course Pages and Websites

- a. Classes, workshops and classes culminating in artistic, musical or theatrical productions are all considered courses. A course may be represented with a single course page within the site of the department with which the course is affiliated.
- b. Such course pages are the department's responsibility to maintain and keep up to date.
- c. If the instructor of record for a course wishes to create a course website, he or she may request a site through the Marketing and Service

Excellence Unit. All course websites on ug.edu are the responsibility of the current instructor of record for the course, and must adhere fully to University of Ghana Brand Manual policies and procedures.

xiii. Compliance with University of Ghana Web Standards

If non-compliance with University of Ghana Brand Manual Web Standards is found, the non-compliant page(s) may be placed in draft mode by the Marketing and Service Excellence Unit/UGCS.

- a. Pages placed in draft mode are effectively removed from the live site, but their content remains available in a WordPress backend for site owners to update.
- b. When the UGCS/Marketing and Service Excellence Unit places noncompliant pages in draft mode, the site administrator will be notified via email that the pages require updating before they can be returned to live status.
- c. The site owner may then update the pages, keeping them in draft mode, and notify the Marketing and Service Excellence Unit/UGCS when all updates have been made.
- d. The Marketing and Service Excellence Unit/UGCS will then review the updated pages, determine if they are compliant with University of Ghana Brand Manual Web Standards, and if so, return the pages to live status.

## **24.0 University of Ghana Social Media Standards**

- 24.1 Having standards for social media marketing communications activity is to ensure quality and appropriate use of approved/official University of Ghana social media channels for promotion and information at the University of Ghana.
- 24.2 At the University of Ghana, we recognise that social media sites like Facebook, Twitter, YouTube, Flickr, and LinkedIn have become important and influential community communication channels.
- 24.3 The purpose of using social media channels on behalf of the University of Ghana is to support University of Ghana's mission, goals, programs and sanctioned efforts, including university news, information, marketing and branding strategies, content and directives. Therefore, when using approved/official University of Ghana social media channels identified with the University of Ghana (e.g. Facebook, Flickr, Twitter and YouTube), it is critical that University of Ghana community members recognise that they are representing the University of Ghana to the world at all times.
- 24.4 These social media policies and guidelines apply to all University of Ghana community members using approved/official University of Ghana social media.
- 24.5 These policies and guidelines are not intended to govern or restrict personal presence on the web, nor are these guidelines intended to restrict employee rights to engage in concerted, protected activity related to the terms and conditions of their employment.
- 24.6 To assist in posting content and managing these sites, the University of Ghana offers the following policies and guidelines for official use of social media:



#### 24.6.1 Approval of Official University of Ghana Social Media Accounts:

UG employees who wish to set up approved/official University of Ghana social media accounts and speak on behalf of the University of Ghana through social media must receive permission from both their department/organization head and the Marketing and Service Excellence Unit prior to setting up the social media account.

24.6.2 Once permission has been received from the relevant department/organisation head, please contact the Marketing Communications Unit to discuss issues such as confidentiality and web accessibility.

#### 24.7 University of Ghana Web Standards

University of Ghana Web Standards policy and procedure (above) regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of University of Ghana name, and spelling/grammar, apply equally to official University of Ghana social media channels. Please contact the Marketing and Service Excellence Unit for assistance.

#### 24.8 University of Ghana News Announcements

University of Ghana Public Relations and News Media policy and procedure (above) regarding news releases, media advisories and campus announcements, apply equally to official University of Ghana social media channels. Please contact the Public Affairs Directorate for assistance.

#### 24.9 University of Ghana Name and Logos (Branding)

University of Ghana Name, Seal and Logos policy and procedure (above) applies equally to official University of Ghana social media channels. Social media sites provide varying degrees of flexibility in allowing account holders to style pages.

- i. For University of Ghana logo usage and branding standards, please see the University of Ghana Brand Manual. Please contact the Marketing and Service Excellence Unit for assistance.

#### 24.10. Video

Videos must be approved by the Marketing and Service Excellence Unit prior to posting on approved/official University of Ghana social media channels or pages.

#### 24.11. Social Media Dialogue

- i. Many social media sites promote commenting and online dialogue, the tone of which is generally informal.
- ii. Despite its informal tone, all online dialogue is public.
- iii. Please remember that anything written in relation to the University of Ghana can and will be viewed by current and future University of Ghana community members and constituencies as well as other colleagues and possible future employers.

#### 24.12. Social Media Templates

- i. The Marketing and Service Excellence Unit has created templates for approved/official University of Ghana social media accounts.
- ii. The templates include sample background images representing the University of Ghana campus in various seasons.
- iii. Approved/official University of Ghana social media channels must either use these approved profile and background images, or request approval of alternative images from the Marketing and Service Excellence Unit.

- iv. This policy ensures that University of Ghana's social media presence is consistently branded and maintains a professional appearance.

## **25.0 Policy Oversight**

This policy will be implemented by the Marketing and Service Excellence Unit located in the UG Office of Institutional Advancement.

## **26.0 UG Marketing and Service Excellence Committee**

### **26.1 Membership**

Nominee of Vice Chancellor - Chairman

Head of Marketing and Service Excellence Unit - Secretary

One representative from each College

One representative from Office of Research, Innovation & Development

One representative from Office of Institutional Advancement

One representative from Institutional Research and Planning Office

One representative from University of Ghana Computing System

Director, Public Affairs Directorate

One representative from Department of Marketing & Entrepreneurship

One representative from Department of Communication Studies

### **26.2 Responsibilities of the Committee**

- i. The University Marketing and Service Excellence Committee shall oversee all UG Brand Management Activities.
- ii. The Committee shall oversee UG Business Development Activities.
- iii. The Committee shall oversee Marketing Activities related to growth of the UG Brand.

