

CANADORE COLLEGE
OPERATIONAL POLICY MANUAL

TITLE: **Media Communications**

EFFECTIVE DATE: **August 16, 2024**

1. SCOPE

1.1 Authority

This Policy is issued under the authority of the President.

1.2 Application

This policy applies to all staff, students, and stakeholders involved in marketing and public relations concerning The Canadore College of Applied Arts and Technology (“Canadore” or “the College”).

2. PURPOSE AND PRINCIPLES

2.1 To ensure that all promotional material, branding, communications and advertising required to market the College will be coordinated and processed in an efficient and effective manner.

2.2 The College must ensure that all communication materials, social media, web, and advertising publications designed to enhance the College’s image and profile are developed in a clear, consistent, and coordinated manner. By providing practices and procedures for marketing activities (advertising, publications, recruiting, web design, news releases), the College will be able to maintain a strong image/brand.

3. POLICY

3.1 All advertising/promotional material is to be produced in coordination with the College’s Marketing Department.

3.2 All advertising/promotional material that requires the use of the Canadore logo and name must adhere to the Canadore College Graphic Standards and visual identity guidelines.

3.3 All requisitions for promotional material, events, advertising, web design, and social media must be forwarded to the Marketing Department for approval prior to implementation.

- 3.4 All media communication such as news releases, media events, and interviews must be coordinated through the President's Office.

4. ROLES AND RESPONSIBILITIES

4.1 President

- 4.1.1 The President is responsible for the overall management and operation of the College. The President will ensure that the policy is implemented and that compliance is monitored.

- 4.1.2 The President's Office will approve all press releases and external corporate communications before distribution to the media.

4.2 Vice President, Infrastructure, Indigenous and Learner Services

The Vice President, Infrastructure, Indigenous and Learner Services will approve the annual marketing/recruiting plan.

4.3 Marketing Department

- 4.3.1 The Marketing Department has the authority to approve or reject departmental requests for advertising, publications, web pages, social media, events, and news releases in the interest of both budget considerations and maintaining proper and consistent corporate standards.

- 4.3.2 The Marketing Department is responsible for the development, coordination and implementation of all advertising, promotional material, recruiting, publications, social media, and web design related to the marketing of Canadore College.

- 4.3.3 The Marketing Department is responsible for maintaining and monitoring the College's social media platforms to ensure the timely and accurate dissemination of information and to preserve a respectful environment on each site.

- 4.3.4 Marketing, recruiting and promotional plans will be reviewed on an annual basis.

5. EVALUATION

This policy will be reviewed every three years.

6. REFERENCES

[Canadore College Graphic Standards](#)

See also [Communication Policy B-3](#)