

No. DG-04

Title: Communications Policy

- developing and communicating key messages to employees and students, including the clear and accurate information about legally prescribed changes to the college education system
- managing media relations
- overseeing College social media
- collaborating on major student recruitment activities
- managing fundraising events and outreach to external partners and stakeholders
- promoting the College's academic programs and offerings
- providing advice to internal stakeholders in crafting key messages for external communication to preserve the integrity of the College and its reputation.

Article 4 Printed Representations

Publicly available printed materials and digital documents in any form intended for a large audience and

Publicly available digital materials containing the College's name, logo or insignia must follow the guidelines set out in the *Branding Guidelines* and the *Digital Guidelines*.

Social Media

Dawson College's overall social media presence is the responsibility of the Communications Coordinator, although the management of the social media presence of programs and departments remains with those areas.

Dawson College's *Branding Guidelines* and *Digital Guidelines* must be consulted before creating and managing a social media account on behalf of a program or department.

Any Dawson College employee who publicly identifies as a Dawson College employee on their personal social media account must abide by [Dawson's Policy to Stem Violence, Discrimination, Harassment and Abuse of Power](#) and [Dawson's Policy on Sexual Violence](#), as well as refrain from using any of the prohibited content outlined under Article 9 of this policy.

Mobile Applications

Mobile applications developed or approved by Information Systems and Technology and that contain the name, logo or insignia of Dawson College must be authorized by the Communications Coordinator in their visual presentation.

Dawson College's *Branding Guidelines* and *Digital Guidelines* must be consulted in the development of the application to ensure a look and feel consistent with other College platforms.

Article 6 Media Relations

The Communications Office is responsible for managing media relations in the preparation of communications regarding all official College positions and in training spokespersons, as necessary.

The only individuals authorized to communicate with the media in order to state positions on behalf of the College are the Communications Coordinator, the Director General, the Academic Dean or designates.

Any media requests received by Dawson College employees seeking the College's position should be promptly forwarded to the Communications Office to determine how to best respond strategically to the media query.

There are specific instances where a staff member might provide an interview to media that would fall outside of the scope of this Article, such as:

- Faculty experts on specific subjects may be consulted directly by media to share their expertise. In this instance faculty are asked to alert the Communications Office that an interview or Op-Ed for print, broadcast or digital presentation is about to take place. If representing as Faculty at Dawson, the interviewee should not write or say things that fall under Article 9 of this policy.

- Representatives from external bodies related to the College such as student or employee unions speaking

Content that, in words or images, falls under the criteria below is prohibited:

- Displays of pornographic, offensive or obscene material
- Displays of violence, or the use of weapons, alcohol or illegal drugs
- Content that directly or indirectly infers the College is engaged in purely commercial activities outside the scope of its mission or in illegal or unethical activity
- Content with abusive or threatening language or imagery that targets individuals or groups
- Personalized attacks
- Content that ridicules or promotes stereotypes, discrimination, intolerance or hostility towards any person or group
- Publication of information, the purpose of which is to cause harm or that would reasonably be known to cause harm

The pursuit and publication of controversial research material and the study and teaching of material with controversial content in the context of conscientious, professional instruction at the College are protected within academic freedom.

However, it carries with it the duty to use that freedom in a manner consistent with ethical guidelines and human rights law, and the scholarly obligation to base research and teaching on an honest pursuit of knowledge.

Dawson College's printed or digital content must conform to copyright laws as expressed in the *Copyright Act of Canada*. Except as permitted by exceptions described in this legislation, written permission is required from the owner of copyrighted content before copyrighted information can be included on any printed or digital content containing Dawson's name, logo or insignia.

Photography or videography of individuals with the possibility of facial recognition on Dawson College's printed or digital content cannot be included without written or verbal consent from the individuals portrayed.

- *Charter of human rights and freedoms* (CQLR, c. C-12)
- *Act respecting labour standards* (CQLR, c. N-1.1)
- *Act to secure handicapped persons in the exercise of their rights with a view to achieving social, school and workplace integration* (CQLR c. E-20-1)

Article 11 Final provisions

The Director General is responsible for approving this policy.

This policy will be reviewed every three years.