TITLE: ***MARKETING AND COMMUNICATIONS POLICY***

Effective Date	18 January 2023	**Version**	2
			The title for this policy was modified and significantly revised to his policy was significantly revised throughout. Appendix 2 (Website Management Guidelines) were added to the policy.
Approved By	Management Board	**Date Approved**	18 January 2023
		Review Date	18 January 2028 *or as required*
Superseded or Obsolete Policy / Procedure(s)		**Owner**	
1 – *Communication Policy* (20 March 2019)		Digital Marketing & Communications Office	
Initial Policy			

1. Purpose of Policy

Carlow College, St. Patrick's (hereafter Carlow College) is committed to appropriate and effective communication with all stakeholders both internally and externally.

This Policy sets out the College's approach to the management of its marketing and communications activities. The objectives of the *Marketing & Communications Policy* are:

- to ensure that tone and message communicated from the College is consistent with our brand guidelines;
- to ensure that all opportunities to promote the College through appropriate communication channels are maximised;
- to define the responsibilities of staff and representatives when communicating for College purposes; and
- to minimise the potential negative impact to the College, its learners and third parties as a result of incidents and violations.

1.1 Principles and Practices for this Policy

The College acts lawfully and in a fair and transparent manner in its marketing to and communications with its audiences and in its dealings with third parties and suppliers to deliver marketing and communications in line with this Policy. All communication should be cognisant of other communications which may be issued by the College.

1.2. Legislation that Support this Policy

- *Prohibition of Incitement to Hatred Act* 1989;
- *Data Protection Acts* 1988 to 2018;
- *Copyright and Related Rights Act* 2000 (as amended);
- *Consumer Protection Act 2007*
- *Defamation Act* 2009; and
- *General Data Protection Regulation* 2016/679.

2. Scope of Policy

This Policy sets out the basis of the College's marketing and communications activities, including:

Marketing

- Brand Identify and Corporate Guidelines
- Marketing campaigns and plans
- Advertising – campaigns, recruitment and broadcast
- Print materials (including campus signage and merchandise)
- Photo Gallery

Communications

- Student and staff communications – internally and externally
- Media and communications – stakeholder engagement

Digital Marketing

- Production of Digital Assets
- Campaigns
- Social Media activity
- Website

Please note there is a separate *Social Networking & Social Media Policy for Staff* that sets out the responsibilities of staff in this area.

2.1 Who is covered by this Policy?

This Policy applies to Digital Communications and Marketing and Student Recruitment staff who are engaged in marketing and communications on a daily basis. It also applies to all Carlow College staff in their capacity as members of the Carlow College community.

In addition, the policy covers third parties with which the College works. This includes suppliers of services such as designers, printers, photographers, public relations or communications consultants.

The policy covers marketing and communications activities with other audiences (e.g. Human Resources in their staff recruitment activities).

2.2 Breach of this Policy

Any breach of this Policy and its associated procedures by staff may be subject to the College's disciplinary procedures up to and including dismissal.

3. Policy Statement

Carlow College recognises the important role that marketing and communications plays in the overall perception of the organisation both internally and externally. The *Marketing and Communications Policy* and its associated procedures are concerned with ensuring all internal and external communications and interactions are consistent with the brand identity and the College's values. The College's corporate brand identity is an integral part of the Strategic Marketing Plan, which supports the College's Strategic Plan.

4. Roles and Responsibilities

4.1 Digital Communications & Marketing Office Responsibilities

- Develop and maintain a coherent, clear and identifiable corporate brand identity
- Develop and maintain the Brand Style Guide, which details how the corporate brand identity will be applied in a range of communication channels.
- Act, in conjunction with the President's Office, as the official offices for all formal College communications, including media enquiries regarding College business.
- Provide support, advice and training to all staff on marketing and communication practices and procedures.
- Ensure that all official external communications conform with the College Brand Guidelines [Hyperlink]
- Ensure all marketing material conform with the Marketing & Communications Guidelines
- Actively utilise all official Carlow College social media channels to engage with the general public, prospective students and stakeholders to promote all College programmes, services and events.
- To ensure that the use of photography and videography for promotional purposes is in compliance with data protection law.
- Monitor the effectiveness of the *Marketing and Communication Policy* and to ensure that it is being implemented effectively throughout the College.

4.2 Staff Responsibilities

- Take personal responsibility for familiarising themselves with this Policy and the College Brand Guidelines and communicate in accordance with this Policy.
- The integrity of information being communicated must be maintained. All information must be accurate, complete, timely and consistent with other related information and events.
- Notify the Digital Communications & Marketing Office of any events, publications, seminars or any activity that is associated with the College which can be managed and promoted through the College communication channels
- Notify the Digital Communications & Marketing Office where there may be a broader communications or marketing opportunity for the College. This may include but is not limited to inclusion in any partnerships, initiatives or events.
- To ensure that any electronic communications should be sent in line with the Email and Internet Usage Policy and the email usage guidelines.
- To ensure information is communicated securely and only to its intended recipient in line with the College security policy.
- Be available to attend events that promote the College.

To ensure consent that the use of photography and videography is consistent with data protection law, when the Digital Communications & Marketing Office is not present / involved in.

4.3 Line Managers Responsibilities

- To communicate with the Digital Communications & Marketing Manager regarding any official College announcement relating to their area of responsibility.
- To ensure all staff familiarise themselves with the *Marketing & Communications Policy*.
- To instil a positive culture amongst staff to openly communicate all activities and events associated with the College to the Digital Communications & Marketing Office. This will ensure promotion through the official College communication channels.

5. Marketing

5.1 Brand Identity

The Carlow College brand is a valuable asset and is integral to the College's image and reputation as perceived by its target audiences. It articulates its mission and values, strategic vision, culture and purpose. College Staff must comply with the following principles in relation to using the College brand. All College branded marketing and communications materials for external audiences, and wherever possible internal audiences, must be produced as outlined in this Policy.

The use of the College logo is the main visual identifier for Carlow college and its use on any communications implies a level of endorsement by the College of that message to the intended audience. As such, usage of the Carlow College logo must be strictly adhered to, in accordance with the Brand Guidelines that are available on the Staff Gateway. In addition to the Brand

Guidelines, branded templates for PowerPoint presentations, email signatures, virtual backgrounds etc are also available.

5.2 Marketing Campaigns and Plans

All marketing campaigns and plans for the College and student recruitment produced by the Digital Communications and Marketing team and all requirements for such marketing and communications support should be directed to the relevant contact in the Digital Communications and Marketing Office. All marketing material should conform with the Brand Style Guidelines and Marketing & Communications Guidelines.

Any requests for marketing support that does not deliver against the Strategic Marketing Plan such as ad hoc campaigns and marketing collateral are to be directed to the Digital Marketing & Communications Manager in the first instance.

5.3 Advertising campaigns, recruitment and broadcast

All advertising campaigns must comply with the law relating to advertising standards. As such, the Digital Communications and Marketing Office manages and maintains all paid advertising campaigns. This includes digital, print and broadcast advertising. The placement of any advertisement on behalf of the College requires the prior approval of the Digital Marketing & Communications Manager to ensure brand consistency and value for money

5.4 Print materials (including campus signage and merchandise

This Policy applies to the production of all print, merchandise, campus branding and signage. The content in all print materials must be accurate and maintained and must be published strictly in accordance with the Brand Guidelines.

5.5 Photo Gallery

The Digital Communications & Marketing Office maintains an up-to-date official photo gallery for use in College marketing and communications. The photo gallery is to be reviewed and updated on an annual basis. All Staff and Students featured in printed marketing material (or marketing material where the College does not have control to remove) should complete a Photography Consent Form to authorise use of their image

Should any staff member notice inappropriate use of College photography or promotional photos featuring subjects that do not reflect the College values, they are asked to please contact the Digital Communications & Marketing Manager with details of where the image was used and any other relevant information (i.e. links to image if used online)

6. Communications

6.1 Staff and student communications – internally and externally

Internal communications with staff in the College are managed by the President's Office, and student communications are managed by the Office of the Registrar. However, staff should be aware of the Communication Guidelines as part of the *Hybrid Working Policy.*

It is important when communicating both internally and externally, staff adhere to the *Communications Guidelines* (refer *Appendix 1*) and use appropriate communication channels.

7. Associated Documentation

- Appendix 1: Marketing & Communications Guidelines
- Appendix 2: Website Management Guidelines

- Appendix 3: Brand Guidelines
- Appendix 4: News & Events Document

8. Referenced Policies

- *Data Protection Policy*
- *Dignity & Respect Policy*
- *Disciplinary Policy (Staff)*
- *Email and Internet Usage Policy*
- *Equality Policy*
- *Freedom of Information Policy*
- *Grievance Policy (Staff)*
- *Information Security Policy*
- *IT Policy*
- *Social Networking & Social Media Policy for Staff*
- *Staff Code of Conduct Policy*

All employees should ensure to keep abreast of policy developments within the College and speak with their Line Managers, Quality Assurance, or the Digital Communications and Marketing Office should they have any questions. The College reserves the right to amend these policies subject to organisational changes.

9. Monitoring and Review

The *Marketing and Communications Policy* will be formally reviewed on an annual basis by the Digital Communications & Marketing Office to reflect any legislative changes. Staff will be informed through regular email communication and through the staff portal regarding any amendments to the Policy.

Appendix 1: Marketing & Communications Guidelines

Marketing & Communications Guidelines

The Marketing & Communications Guidelines outline the minimum standards for development of marketing materials, external communications and coordinating College events.

Internal communication guidelines are available as part of the *Hybrid Working Policy: https://carlowcollege.ie/media/StaffCommunicationGuidelines.pdf.*

Tone of Voice

The Tone of Voice in all external communications (including to current students) should reflect the following characteristics; depending on the target audience and key message:

- Inspiring
- Fun
- Supportive
- Welcoming
- Creative
- Friendly
- Inclusive

Applying consistent elements in tone of voice through all communications helps to establish a greater connection and dialogue with our audience/s, as well as build trust.

The below are examples of Tone of Voice applied to key messages:

Inspiring.
We are **proud of the community spirit in Carlow College**. It is evident on campus from students through faculty.

Fun.
Carlow College is the **perfect destination to learn, grow and belong,** while enjoying the vibrant lifestyle the campus offers.

Supportive.
As well as various course choices, **Carlow College offers support schemes** for every student and member of staff.

Welcoming.
Our **college clubs** are always open to new members and it's a great way **to get to know people.**

Creative.
Creativity has shaped our charming college for centuries.

Friendly.
From the **welcoming staff**, to the inspiring lecturers, the **College is an escape from the everyday grind of life**.

Inclusive.
Carlow College celebrates the **diverse backgrounds, perspectives, and experiences of every student** on our campus.

Marketing Materials

The following considerations should be given when developing official College marketing materials:

- Target audience: all content should be user-focused and in a tone of voice that reflects the characteristics and needs of the target audience
- Key content owners to be consulted in development of content for publication in marketing materials, however the Digital Communications & Marketing Manager will undertake final review to ensure content is clear, concise and in an appropriate tone of voice for the target audience
- Format content to provide visual breaks, such as dot points for key information
- Photography included should promote diversity and gender balance with a minimum 40% of each gender represented in line with Athena SWAN Action Plan

College Events

Staff should liaise with the Digital Communications & Marketing Office regarding the planning of College events to ensure that opportunities to promote the College are maximised.

When planning a College event, you should:

- Complete a News & Events Form and submit to the Digital Communications & Marketing Office, as soon as possible. To ensure adequate time for promotions and communications around the event, it is recommended that the News & Events Form is submitted at least six weeks before the event date
- Where inviting speakers to attend College events, speaker selection should promote inclusivity and maintain a gender balance, where possible
- Where there is more than one speaker at an event, a Master of Ceremonies (MC) should open the proceedings and introduce the speakers in turn

Photography/Videography

Photography/Videography provides a visually impactful opportunity to showcase the College, and highlight the dynamic, friendly and supportive community within Carlow College. Our photography should be real, believable and un-staged.

It is essential that all photography to be used in external communications and promotion of the college is of professional quality. In many cases, the Digital Communications & Marketing Office can assist with photography/videography for events, however, depending on the style of event, it may be recommended that a professional photographer/videographer be employed to capture suitable images/footage for future promotions. All staff are encouraged to discuss any photography/videography requirements with the Digital Communications & Marketing Office.

Marketing & PR Support

The Digital Communications & Marketing Office provides support to staff in the preparing of official communications, such as posters/signage to promote internal services and policies, review of presentations and assistance with branding on external communications. All staff are encouraged to contact the Digital Communications & Marketing Office at marketing@carlowcollege.ie as early as possible if support is required.

Appendix 2: Website Management Guidelines

Website Management Guidelines

The College's website is divided into various sections depending on the target audience, including:

- General Public
- Current students
- Prospective students
- Staff
- Alumni

The overall responsibility and management of the College website sits with the Digital Communications & Marketing Office, however, there is a role for staff within different departments to act as Content Owners to assist with ensuring the website is kept up-to-date.

Maintaining the College's website content is not a small job. Therefore, it is critical that individual departments/teams assist with ongoing maintenance and updating of the website. Each team/function area that requires information to be published on the website, need to designate Content Owner/s who are responsible for reviewing relevant website content and liaising with the Digital Communications & Marketing Office regarding required updates or amendments – including any new page/sections that need to be developed.

The table below outlines the Content Owners (at a department level) for key sections of the website (including sub-pages under these sections).

Section	**Link**	**Content Owner/s**
CAO Hub	https://carlowcollege.ie/cao/	Digital Communications & Marketing / Student Recruitment
Undergraduate Courses	https://carlowcollege.ie/courses/undergraduate/	Digital Communications & Marketing / Programme Directors
Postgraduate Courses	https://carlowcollege.ie/postgraduate/	Digital Communications & Marketing / Programme Directors
Continuing Education	https://carlowcollege.ie/continuing-education-overview/	Digital Communications & Marketing
Subject Areas	https://carlowcollege.ie/courses-by-subject/	Subject Lecturers
Student Supports	https://carlowcollege.ie/student-supports/	Head of Student Services

International	https://carlowcollege.ie/international/	International Officer
Apply	https://carlowcollege.ie/apply/	Admissions Office
About Carlow College	https://carlowcollege.ie/about/	President's Office
Library	https://carlowcollege.ie/pj-brophy-library/	Library Staff
Quality Assurance	https://carlowcollege.ie/about/leadership-structure/quality-assurance/	Quality Assurance Officer
Human Resources	https://carlowcollege.ie/human-resources/	Human Resources
Equality, Dignity & Respect	https://carlowcollege.ie/equality-dignity-respect/	Athena SWAN SAT
Data Protection	https://carlowcollege.ie/about/leadership-structure/data-protection/	Data Protection Officer
Meetings & Conferences	https://carlowcollege.ie/explore/meeting-conference-centre/	Facilities Manager
Alumni	https://carlowcollege.ie/explore/alumni/	Digital Communications & Marketing
Staff Directory (Staff Profiles)	https://carlowcollege.ie/staff-directory/	Individual Staff Members

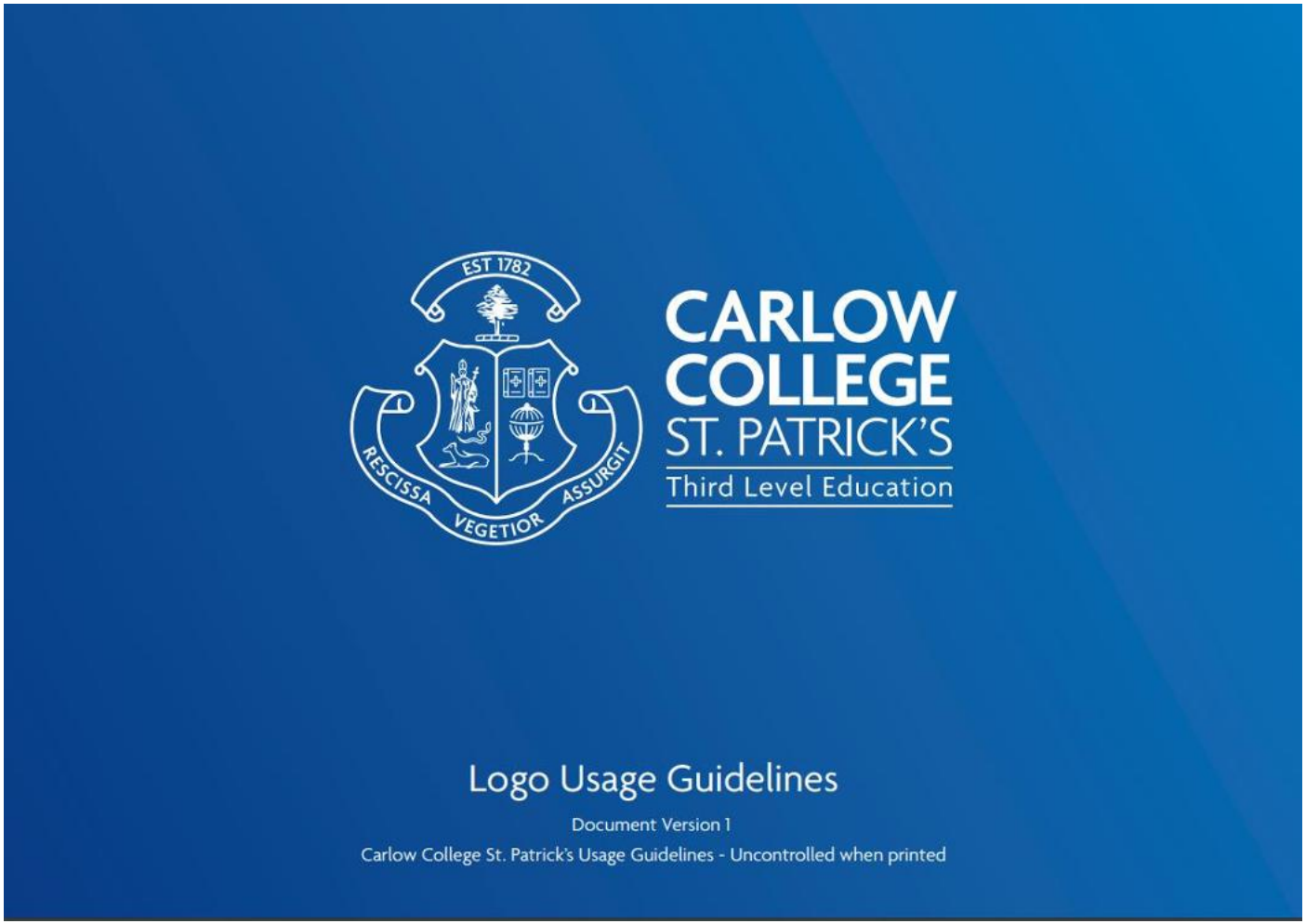
Reviewing website content

All Content Owners should aim to review their website content bi-annually, at a minimum. Depending on the area, it may require review more frequently.

New or Updated website content

Following a review, if there are website updates required, these are to be referred to the Digital Communications & Marketing Office for action. Where new sections/pages/content is required, a meeting with the Digital Communications & Marketing Manager will be required to discuss the new section, purpose, target audience and to agree the format of the page.

Appendix 3: Brand Guidelines



Section 1

Primary
Positive Identity

The Carlow College logo comprises of a symbol and identity type.

The primary identity variations are positive and negative (on the approved background colour only). Both of these variations are for the primary usage.

The Carlow College logo and colours are fundamental to the successful implementation of the visual identity.

The Carlow College logo must always be reproduced from approved artwork files.

The logotype must never be redrawn or altered in any way.

Ensure the integrity of the Carlow College logo is not sacrificed and the best results are created by following the visual rules of practice for the logo precisely.

Section 1

One Colour Identity, Minimum Size & Clearspace

One Colour Identity
The one colour logo should never be used in place of the primary logo, the only exception is restrictive printing requirements.

Clear Space
It is important to keep the identity clear of any other graphic elements. To regulate this, an exclusion zone has been established around the mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the identity.

Minimum Size
50mm x 24mm
The Primary Carlow College logo should never be reproduced smaller than shown here. When reproductions smaller than this occur, the No Tagline Logo version should be used.

One Colour Identity

Clear Space

Minimum Size
50mm x 24mm

Section 2

Identity Do's & Don'ts

Never alter or change a portion of the brand identity elements. The identity should only be used in the formats and colours shown in this guide.

Always take care to ensure that the logo is displayed as clearly and as consistently as possible by following the simple principles outlined here. If resizing the logo please scale its width and height proportionally.

These rules apply to all brand identity variations and formats.

Only reproduce the identity in the approved formats shown within these guidelines.

Don't stretch or distort the logo.

Don't place on a busy background.

Don't alter the symmetry.

Don't alter or change the colours.

Don't alter the logo.

Don't alter the logo.

Section 3

Brand
Typeface

Primary External Font
The Primary brand font is Agenda. This font should be used on all brand touchpoints and consumer facing communications. It is best used for headline messaging. Agenda is a modern sleek font which was carefully selected.

Using the typefaces consistently strengthens the communications by giving them a distinctive, easily recognizable visual style.

Agenda

Thin | Light | Regular | Medium | **Semi Bold** | **Bold** | **Black**

AaBbCcDdEeFfEeGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890-=!@£
$%^&*()_+

Section 3

Brand
Typeface

Internal Font
Arial is a secondary brand font and is to be used on internal communications pieces where the primary fonts are not available e.g. PowerPoint documents etc.

This typeface is confident and reliable.

Using the typeface consistently strengthens the communications by giving them a distinctive, easily recognizable visual style.

Arial

Regular/**Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890-=!@#$%^&*()_+

Section 4

Colour Palette

The color palette is contemporary and stylish.

Note: For accurate colour matching use the correct Pantone or CMYK colour reference. Please DO NOT attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade.

Process (CMYK) colour printing. CMYK breakdowns have been selected to provide the best possible starting point for process colour reproduction. Where possible these values should be adjusted for the closest match to their respective Pantone colour swatches if necessary.

On screen colour RGB and hexadecimal colour breakdowns have been selected to best visually match their Pantone breakdown values when viewed on screen. Colours may appear different depending on the screen they are viewed on.

Appendix 4: News & Events Document

News & Events Form

This document should be used for requesting marketing and communications support for in-house College events or for News Items and events to be published on the College website. Please note:

Any images should be attached to your email, do not insert an image on this document.

Please use plain English where possible.

Event/Publication Name:	
Event/Publication Date:	
Contact Person:	

Notice type (please highlight an option below):

Event	
Workshops	
Public lecture	
Book launch	
Conference	
Community engagement	
Other event	

Publication	
Research	
Book	
Media (TV, radio, newspaper article, journals)	

Further Information (200 – 500 words):

Further Information: (provide details of event or publication here)	
Booking information: (include links to book or details if a booking page is required)	
Promotions Planned: (provide details of planned promotional activity)	

Please submit this form and any images to the Digital Communications & Marketing Office for review at marketing@carlowcollege.ie.