

Badr University in Cairo (BUC) Communication Policy

Approvals

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Purpose for the policy :

The purpose of communication policy is to ensure that all communication that takes place on behalf of BUC is conducted in a manner that is consistent with the university's quality standards, branding and visual identity manual, editorial style guide and the strategic positioning of BUC.

Communication Policy Statement:

The university communication policy outlines the rules and regulations that govern the representation of the university to the internal & external audiences.

This policy extends all forms of communications and apply across all channels in which the University is being represented as an institution.

Who needs to know this policy?

The scope of this policy includes all offices, schools, departments, and centers (Academic and Non-Academic) want to circulate communication material or to create any promotional on-line or print material.

Scope of the Policy:

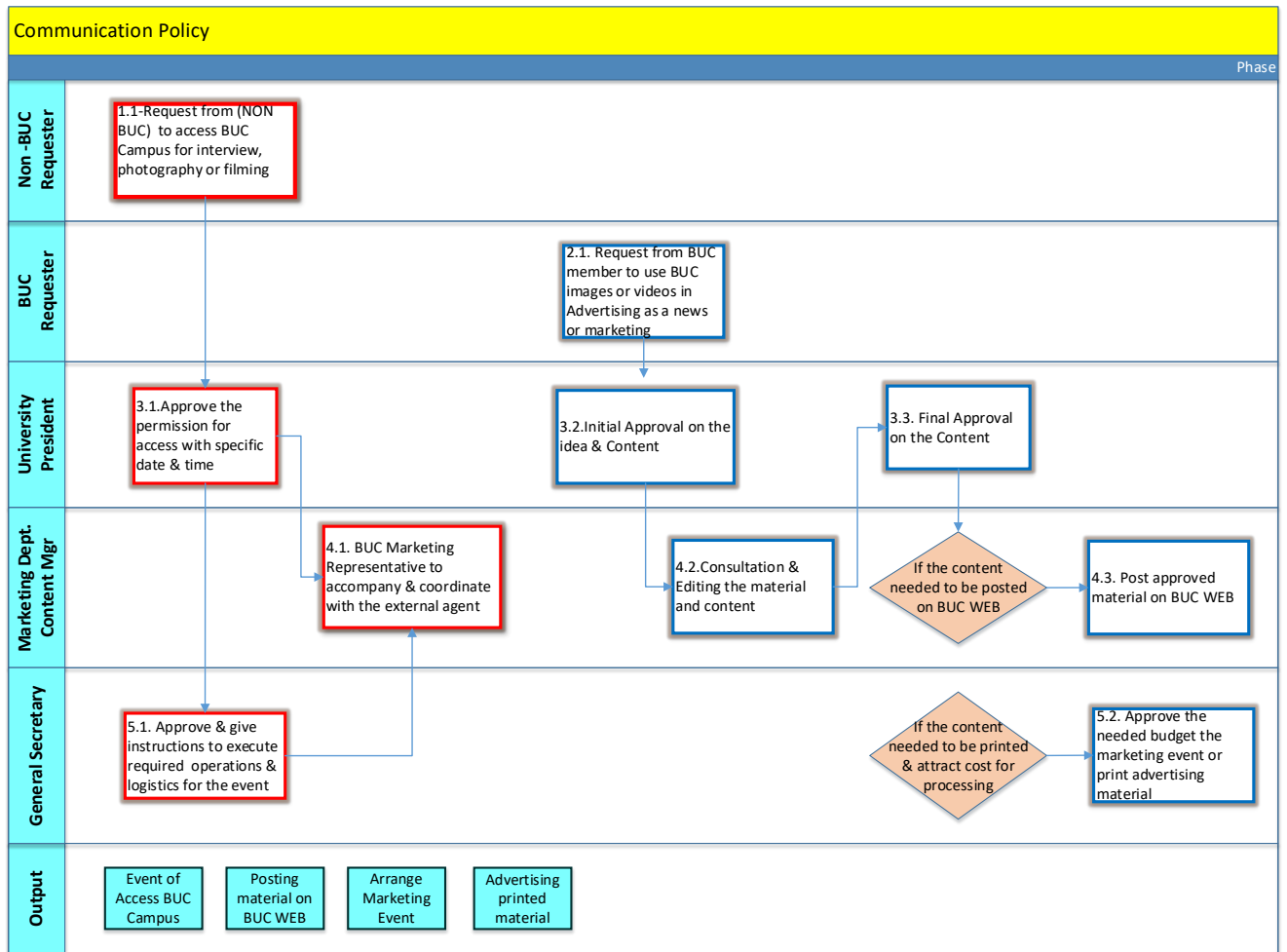
All publications, electronic newsletters, webpages, and promotional materials must receive approval prior to usage in any media.

These include (but not limited to):

- Brochures, flyers, posters, banners among other publications that are used for on or off- campus events or for any other promotional purpose.
- Promotional material or documents or images that are uploaded on the website.
- Advertising on behalf of the university or any of its units, offices, programs, schools, departments, or affiliated centers.
- Any promotional materials that contain the university nameplate.
- **The office of Board of Trustees (BOT) News & Communication** reserves the right to reject any publication, unlike any document or image from the website or report to respective dean, directors, or area head, if unapproved material is used on printed or e-publications, on the website and social media pages.



Communication Policy Flow Chart



University Communications Procedures & Guidelines

BOT office of news & Communication maintains policies and guidelines that support the most effective approaches for communicating about BUC's academic excellence, including ensuring alignment with applicable laws, statutes and best practices governing marketing communications.

Policies & Guidelines:

The University communication policies and guidelines will cover the following areas:

- 1) Access to Campus (for News Media)**
- 2) Commercial Photography or Filming**
- 3) Image Gallery Protocol**
- 4) Image Use Policy**
- 5) Social Media Guidelines**
- 6) Use of BUC Name**
- 7) Visual Identity Policy**

1) Access to Campus

Badr University in Cairo encourages members of the news media to share news about our community of teaching, research, scholarship, and innovative education. Both in principle and as a matter of legal responsibility, we respect the privacy of students, faculties, and staff. Because Badr University is a private institution, our policies for news media are designed to provide access to our faculty, staff, and students with minimal disruption to the core functions of the University, and with consideration to the right to privacy of members of our campus community. Non-BUC agencies and individuals – including the news media – require permission to come on campus at any time to capture still or video images and require an escort of an appropriate representative of the University. All members of the news media interested in capturing images or conducting interviews on University property must consult with the Office of University News & Communications before entering campus.

2) Commercial Photography or Filming

As a higher education institution dedicated to educating its students in a residential setting, BUC rarely permits the use of its campus or facilities for commercial filming or photography. Only in exceptional cases will such requests be granted when doing so will not disrupt the activities or operations of the University and will not jeopardize the privacy of members of our campus community.

Commercial photography, still and/or motion, is not permitted on BUC campus without prior written consent. Filming or image capture for the purpose of news reporting about BUC is distinct and covered separately by the University's Access to Campus policy for news media.

3) Distributing Commercial Images

Commercial uses of campus images in any form, including but not limited to advertising and merchandising, require prior consent of the University. The President, vice president & general secretary review all commercial use requests.

University Content Management

Units with departmental asset groups are strongly encouraged to add a selection of shareable images to the **University Content Management**, complete with the proper permissions and metadata. Images in this shared space are intended to be used across the University for news, marketing, social media, and many other purposes. All images added to the University Assets group must have the proper permissions or documentation secured and stored.

Contributing to the University Content Management

The University Content Management will be the primary feature of greatest use to the collective BUC Community and most pertinent to its intended use. The University Content Management is meant to be a wide-ranging resource, reflective of the community. Units are encouraged to make regular contributions of carefully selected content that reflects the unique nature of their unit. While there is no quota or timetable in which departments are required to add images to the University Content Management, it is a good practice to add content to the shared space on a regular basis, as it is created. Units are discouraged from adding large amounts of images to the University Content Management, but rather only a selection identified to be of use to the community.

4) Images Use Policy

BUC has an image use policy that establishes standards for use of still or motion images in BUC communications that include recognizable individuals.

In order to display images in BUC print or digital communications, the unit hosting that communication must have permission from the people who are highlighted in the photograph or video if the photograph meets the standards of being used for marketing or promotional use. BUC must own copyright of the images, and/or have an agreement with the photographer that allows use of the image.

5) Social Media Guidelines & Best Practices

A. For Institutional, Departmental & Organizational Use:

Creating social media for your institution, department, or organization? BUC team in the Office of University News & Communications offers these guidelines and best practices:

- **Be confidential.** Be careful not to reveal confidential or proprietary information about BUC students, employees, or alumni. Adhere to all applicable University privacy and confidentiality policies.
- **Protect property.** Follow copyright, fair use and intellectual property rights. In some cases, content posted to a social media site becomes the property of the platform operator.
- **Protect BUC's name and logo.** The BUC logo cannot be modified or used for personal endorsements, and the trademarked BUC name cannot be used to promote a product, business, cause, political party or candidate.

- **Respect BUC Name.** Remain professional and in good taste and protect BUC’s institutional voice. As a representative of BUC, avoid pranks and postings that could be misinterpreted. Respect university time and property—BUC computers and time on the job are reserved for University-related business.
- **Respect others.** Social media sites are designed for two-way communication, and content contributed to a social media site may encourage comments or discussion of opposing ideas. As an administrator, you can and should respond when relevant, but consider how your response may reflect on you, your department, and the University. Also, avoid criticizing other people and institutions.
- **Stay accurate.** Get the facts straight before posting them on social media sites. When possible, link back to the original source. Review content for grammatical and spelling mistakes. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.
- **Remain transparent.** Be honest about your identity. Because no individual departmental social media site represents all of BUC, clearly link pages, account names, images and content to a particular department or unit within BUC.
- **Connect thoughtfully.** Connecting to other social media members and sites builds credibility and community but could also give the unintended impression that your site endorses a certain cause, group or person. Consider carefully who you “friend,” “follow,” link to or allow into your site and to what extent you will allow comments.
- **Create accounts with your departmental buc.edu email address.** If you are setting up social media accounts on behalf of your department then be sure to add your shared departmental buc.edu address as an administrator. This will ensure a successful transfer of administrative power if and when you no longer are responsible for updating the account.

B. For Personal Use:

Creating social media for yourself, for personal use?

- **Be confidential.** Be careful not to reveal confidential or proprietary information about BUC students, employees, or alumni. Adhere to all applicable University privacy and confidentiality policies.
- **Think before posting.** Privacy does not exist in social media. Public posts are indexed in search engines, and private comments can be forwarded or copied and easily made available to the public. Use privacy settings to restrict personal information on otherwise public accounts but be aware of the limited protection this provides. Remember that what you post on your personal page could haunt you professionally.
- **Be authentic.** Be honest about your identity and don't misrepresent another person. If you identify yourself as a BUC faculty or staff member in a personal post, also make clear that your views are your own that that you are not formally representing BUC. A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your own social media site, include a sentence similar to this:
 1. The views expressed on this [blog, Website] are mine alone and do not necessarily reflect the views of Badr University.
 2. This is particularly important if you are a department head or administrator.
- **Take the high ground.** If you identify your affiliation with BUC in your comments, readers will associate you with the university, even with the disclaimer that your views are your own. Remember

that you are most likely to build a high-quality following if you discuss ideas and situations civilly.

- **Be a valued member.** If you join a social media site like a Facebook group or comment on someone’s blog, make sure you are contributing valuable insights. Don’t post information about topics like BUC events or a book you’ve authored unless you are sure it will be of interest to readers. Self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups.
- **Protect your identity.** While you want to be honest about yourself, do not provide personal information that scam artists or identity thieves could use against you. Don’t list your home address, telephone number, or e-mail address. Be aware of “phishers” or those who might try to hack your account and reset your password in the event of a breach. Always log out of your account when using public computers.
- **Be aware of liability.** You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous, or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you.
- **Protect the shield.** The BUC logo cannot be modified or used for personal endorsements, and the BUC name cannot be used to promote a product, cause, political party or candidate.

6) Use of BUC Name:

BUC name and logo are registered trademarks of Badr University in Cairo. The BUC Name Use Policy outlines rules for the use of the institution's name and likeness for the internal campus community and external individuals and organizations.

Badr University (BUC) Name Use Policy

Badr University name and associated marks cannot be used in any way to imply endorsement of unaffiliated organizations. Both in keeping with BUC's educational mission, and as a non-profit, private institution of higher education, the University is limited in the activities it can engage in on behalf of commercial or for-profit entities or enterprises. Members of the BUC faculty or staff cannot endorse or advocate for non-affiliated, for-profit businesses or operations in the context of BUC's non-profit academic and administrative operations.

All non-BUC entities — including but not limited to commercial firms, vendors, contractors, marketing professionals, institutions and service providers not affiliated with Badr University — must adhere to BUC's guidelines to include references to the institution or its likeness in information intended for electronic or printed publication or dissemination.

Badr University must approve in advance the use of its name in all third-party marketing materials including, but not limited to, press releases, brochures, videos and websites, as outlined in the standards below. Reproduction or dissemination of news produced by BUC does not require approval if done so within the parameters outlined in this policy.

This policy outlines standards for:

- Photography/Publishing Rights and Permissions
- Marketing for External Groups Using BUC Facilities
- Reproduction and Dissemination of BUC News

Photography/Publishing Rights and Permissions:

This provision applies to non-BUC entities. Such entities cannot refer to Badr University — by name or by representation through its logo or still or motion images — in any mass marketing materials without express written approval of Badr University specific to the use.

Entities desiring to use the trademarked Badr University name or images in any online, print or other media can refer to the relationship with the University only in a specific and factual manner and must follow the University's standard photography guidelines for image use.

- 1) Entities cannot use the BUC logo, place mention of the University prominently on their website, nor can they refer to the entity known as Badr University in any mass marketing materials without express written approval. If BUC is included in Web references, the University should not be exclusively featured without written consent. However, the University can be included in a client list, as specified in #4 below.
- 2) When mentioning Badr University, and upon receiving approval, entities must refer to the specific project or relationship with the University. " This applies especially in cases in which the relationship is for a department-specific, rather than University-wide project. When the University is referenced, Badr University

cannot be mentioned first in the sentence, headlines, or section headers.

- 3) Other than a listing of the University's name in a client list, Badr University must review and approve any copy — print or digital — that mentions Badr University (including body content, headlines, and captions) before it proceeds to any new or further publication.
- 4) Third-party entities requesting to use the Badr University name or likeness must agree in writing to adhere to these guidelines.
- 5) Photographers – or their contract employers – wishing to capture images of the University for promotional or publicity purposes must also receive in writing from the University explicit agreement for the intended use. Permission to capture images does not constitute approval of their eventual use, which is subject to review by Badr University. The use of any still or motion photographs is bound by the agreement reached for the approved print or digital project.
- 6) The following images are not allowed in any third-party marketing materials (Other images may be captured, or Badr University can provide general campus photography that is fair use upon request):
 - Photos or visual representations of iconic symbols of Badr University.
 - Photos of the interior or exterior of any University library.
 - Photos including people at BUC should not include anyone that is identifiable without University written permission.

Marketing for External Groups Using Badr University Facilities:

This policy outlines requirements for non-University organizations that wish to market events taking place at Badr University Campus. Adherence to these guidelines will expedite the approval process.

- 1) All materials for groups hosting programs at BUC must adhere to laws and statutes governing copyrights and trademarks.
- 2) Marketing materials should make it clear that your organization is the sponsor of the event. Therefore, the hosting organization's logo and/or group name should be prevalent throughout the materials. References to BUC should generally indicate the event is happening at BUC.
- 3) The sponsoring organization's contact information should be prevalent in all marketing materials. BUC's contact information should generally not be included in materials.
- 4) Links and references to BUC website should be used only to inform readers about the campus or area where the event will be taking place (i.e. driving directions, general information, etc.). They should not be a key source of information for the organization's event.
- 5) Language and/or titles that are like pre-existing Badr University entities or events are generally not allowed.
- 6) The BUC logo, coat of arms, and seal should not be used unless expressed written permission is given from Badr University Authorized Person.
- 7) Visual images of BUC should not be the central focus of the hosting organization's marketing materials. The content and purpose of the organization's event or meeting should remain the focus throughout the marketing materials.

- 8) All photo and video shoots at Badr University must be approved prior to groups coming to campus.

Reproduction and Dissemination of Badr University News:

Badr University encourages news organizations and not-for-profit entities to reproduce and disseminate news content created by Badr University, provided that the appropriate credit accompanies the use of text or images.

This includes news media organizations, schools and educational institutions, foundations and grant-making agencies, governmental organizations, and civic groups, among other non-commercial entities.

These organizations may link to or copy full versions or substantive excerpts of BUC news stories or video for news, research, or educational purposes, including credit as instructed below.

- When the author's byline is embedded in the story or copied as part of the reproduced content, the following credit or caption should appear with the story: "Courtesy of Badr University" (credit) or "Badr University" (caption).
- When a byline is removed from the story, the following credit should appear with the reproduced content: "[Name of author], Badr University in Cairo."

BUC Visual Identity:

The Badr University Visual Identity Policy and Strategy establishes the approved visual elements that represent the University.

Graphic designers, licensees and individuals producing communications or products for or on behalf of BUC employees, units, programs, or initiatives are expected to follow the policy. BUC's logo is trademarked and is permitted for use by members of the BUC community for communications and marketing purposes. Affiliates or affinity groups must secure official permission from the University for use of BUC's trademarked identity.

Having a strong, recognizable University-wide visual identity instantly distinguishes Badr University from other higher education institutions and organizations.

In a glance, it identifies every school, department, publication, pathway, or website as a part of BUC's history of excellence, adding to the value of each of our parts, while reinforcing the collective value of the University as a whole.

Visual Identity Policy and Strategy document should provide specifications and instruction for:

- Logo, color, and typeface applications
- Department and affinity identities and logos
- Accessing logos files
- Best practices for use

Revision History

Version	Date	Modified Areas
0.1	January, 2021	—