



MARKETING AND COMMUNICATIONS FRAMEWORK

MAR-STA-01

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Objects of Excelsia College

Motivated by the Christian faith, as expressed by the Apostles' Creed and Nicene Creed, with fidelity to the Scriptures as the Word of God, the objects of the College are the advancement of the Christian faith and higher education.

1 Policy statement and principles

The Excelsia brand is a valuable asset and is integral to Excelsia's image and reputation as perceived by stakeholders and the general public. It expresses the College's mission and values, strategic vision, culture and purpose of Excelsia. The following policy statements set the framework for the College's communications and marketing strategic plans, which are aligned to the strategic plan of the College.

The College's approach to this policy framework is guided by the following principles.

1.1 Excelsia brand logo

- i. The College master brand logo is the main visual identifier for Excelsia and must be used in accordance with the approval procedures.
- ii. The appearance of an Excelsia logo on any promotional communications implies a level of endorsement by Excelsia of that message to the intended audience.
- iii. Any promotional communications or Excelsia-wide communications developed for, or able to be accessed by, an external audience, must use the Excelsia master brand logo (which has been trademarked).
- iv. An approved sub-brand mark 'Letter E' may be used in promotional communications, developed for, or able to be accessed by, an external audience, where the communication solely or predominantly relates to that sub-brand.
- v. All Excelsia marks, including proposed new marks, must be developed by the Marketing Department to ensure they are in line with Excelsia's approved brand architecture, as outlined in the Brand Style Guide.
 - Only approved versions of the logo provided by the College are to be used and all elements, as provided, must be used. Hand-drawn approximations cannot be used, even on internal publications. At all times the dimensions and integrity of the logo must be maintained. Specifications for the logo, including colours, are set out on the Excelsia website.
- vi. Any variations or exceptions to the use and application of an Excelsia mark must be approved by the relevant senior executive portfolio owner, through the Strategic Marketing Department.

1.1.1 Approval for use of the College logo

- i. The Brand Style Guide are the main reference point for using the Excelsia brand.
- ii. All promotional communications or Excelsia-wide communications must use an Excelsia logo and must accurately and professionally reflect the Excelsia brand identity, as outlined in the Brand Style Guide.

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1.2 Trademarks

- i. Where staff wish to develop an Excelsia trademark, they must:
 - before that trademark is developed or used:
 - forward a request to the Chief Operating Officer, who will review the request and seek approval from Management Committee
 - have approval from the Chief Executive for development of that Excelsia trademark.
 - where a trademark relates to commercial research conducted by staff or students, input and approval must also be sought from the Chief Operating Officer, Marketing Specialist, Course Head, Quality and Compliance Coordinator, Communications Coordinator, Executive Directors.
- ii. Development of an Excelsia trademark must be done in accordance with the processes outlined in the Brand Style Guide.

1.2.1 Using the Excelsia name

- i. The official name of the College is 'Excelsia College', and the appropriate abbreviated letter is 'E'.
- ii. The Excelsia name and/or 'E' mark may not be used for promotional purposes by a third party without prior written approval of the Chief Operating Officer.
- iii. Excelsia may set conditions of use of the Excelsia name and/or Excelsia mark by a third party, which may include that third party's compliance with this policy, the Brand Style Guide and as per contractual agreement.
- iv. Any unauthorised use of the Excelsia name is a breach of the Use of the Excelsia Name by Third Parties policy and should be referred to the delegates outlined in that policy.

1.3 Comms emails

1.3.1 Internal

- i. Only critical or time-sensitive messages should be electronically broadcast to all of Excelsia's internal audiences (faculty, staff, or student lists) and approved by Excelsia's Marketing Department.
- ii. Announcements involving sickness or death are sent by the leadership team.
- iii. Information that is not time-sensitive (or critical) should be sent to the Excelsia Marketing Department by first Wednesday of the month for distribution in the fortnightly, internal College e-newsletter.

1.3.2 External

- i. Target audiences for mass, external emails include the following: new student recruitment, fundraising, and/or official College promotions. To ensure brand consistency, external emails must be approved by the following: Quality and Compliance Coordinator; Chief Executive; relevant managers; and Communications Coordinator. Custom-designed electronic message templates require a minimum of one-week development time, including concept and copy development.
- ii. Communications emails are reserved for high-level corporate branding, major events and major student recruitment activities.

1.4 E-newsletters

- i. All electronic newsletter templates will be created by Excelsia's Marketing Department.

1.5 Blog posts

- i. Official Excelsia blog sites will be established by Excelsia's Marketing Department and featured on the College's website or a unique blog homepage. Excelsia bloggers will be approved by Excelsia's Marketing Department and their content must adhere to the below:
 - short biographies for each blogger, general info about the blog, or both to be included on a page about the blog
 - the name of each blogger and their email address
 - a photograph of the blogger(s) taken by Excelsia's Marketing photographer to promote the blog.
- ii. Blog posts should appeal to at least one of the following audiences: students, prospective students, parents of prospective students, alumni, faculty, or staff. It is recommended staff follow the Excelsia Editorial Style Guide for writing for digital platforms.

1.6 Record keeping requirements

- i. The Marketing Department will maintain electronic records of requests it receives to use an Excelsia logo, internal approvals obtained, conditions of use, and where possible, a copy of the final artwork or other material in which the Excelsia logo is used by the third party.
- ii. Records relating to requests for approval to use an Excelsia logo on promotional communications for publication to an internal audience, other than those listed in the contracts, must be kept by the relevant Department Head, Faculty, Executive Manager or their nominee.

1.7 Marketing and promotional activities

- i. Drafts of all promotional communications and Excelsia-wide communications produced for an external audience must be sent to the Marketing Department for review and comment prior to finalisation or publication, in accordance with the process outlined in the Brand Style Guide.
- ii. Where Excelsia communications are developed for: domestic or international student recruitment purposes, to be recruited to onshore locations, input must also be sought from the Chief Global Engagement and Partnerships.

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- iii. Where Excelsia communications are developed for: the promotion of student mobility where domestic students travel offshore and international students travel onshore, input must also be sought from the Chief Global Engagement and Partnerships.
- iv. All marketing and promotional activities direct or indirect must represent the College and its course(s) in an accurate, ethical manner that is not misleading (see Section 7.1 of the HESF).

1.8 Using Excelsia alumni for Excelsia marketing and promotional activities

- i. The Registrar, Student Support, Schools and Marketing Department manage Excelsia's relationship with its alumni. It is critical that any communication with alumni is managed effectively and that their privacy is respected. Not all requests to communicate with alumni can be supported. All requests to publish promotional communications to alumni must be made to the Marketing Department prior to any dissemination being made.

1.9 General disclaimer with external audiences

- i. Printed materials developed for an external audience must display the following general disclaimer:

The College of Excelsia attempts to ensure that the information contained in this publication is correct at the time of production (insert month and year), however, sections may be amended without notice by the College in response to changing circumstances or for any other reason. You should check with the College at the time of contact whether any later information is available.

1.10 Legislative requirements for marketing

- i. Promotional communications or Excelsia-wide communications which may be accessed by overseas students considering study in Australia must adhere to the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (the National Code), the [Education Services to Overseas Students Act 2000](#) (Commonwealth), the Higher Education Standards Framework, the *Higher Education Support Act 2003*, *Copyright Act 1968*, *Privacy Act 1988*, Australian Consumer Law, and the Australian Competition and Consumer Commission, and must publish the Excelsia College institutional CRICOS provider code.
- ii. Any course offered by Excelsia that is available to international students must also have a valid CRICOS code before it can be promoted. This CRICOS code must be published in any promotional communications or Excelsia-wide communications which may be accessed by overseas students considering study in Australia, in accordance with the processes outlined in the Brand Style Guide.

1.11 External advertising

- i. The Marketing Department manages and has oversight of advertising supplier relationships and makes bookings for all external advertising, other than those listed below:
 - The People and Culture Department coordinates and books all staff recruitment advertising using approved Excelsia branded templates, which have been developed specifically for this purpose.

- The Student Acquisition Department may make bookings for domestic and international student recruitment advertising and liaise with advertising agencies about development of artwork, production of copy and placement of advertisements.
- ii. Where a department within Excelsia wishes to place an advertisement and a relevant template or design does not exist, that department must work with the Marketing Department to develop an appropriate solution.
- iii. The Marketing Department will facilitate approval of all advertisements for editorial, brand and legal compliance prior to dispatch and the College CRICOS provider code and ABN must appear on all advertising both locally and internationally.
- iv. Advertisements that are not paid for by Excelsia or are partially paid for by Excelsia (for example, in conjunction with international or domestic partners and which carry the Excelsia logo) are subject to approval by the Chief Operating Officer and Marketing Department. This requirement should be stipulated in any agreement negotiated with third parties.
- v. Excelsia does not permit advertising by external organisations in its print, digital and website communications.
- vi. All advertising direct or indirect must represent the College and its course(s) in an accurate, ethical manner that is not misleading (see Section 7.1 of the HESF).

1.12 External creative service providers

- i. From time to time, Excelsia may appoint a third party to provide brand-related creative service providers including but not limited to designers, graphic artists, photographers, videographers, typographers, musicians, illustrators, media booking and public relations service providers.
- ii. Excelsia engages creative service providers by mitigating possible risks to Excelsia through contractual agreements that:
 - a. are legally binding agreements entered into between Excelsia and the creative service provider that cover intellectual property ownership and rights
 - b. provide strategic oversight of applied Excelsia logo to protect the Excelsia brand and reputation
 - c. ensure probity and economic risks are addressed by maintaining preferred supplier relationships and optimal procurement practices.

1.13 Media communication activities

- i. The Marketing Department is responsible for managing all media relations for Excelsia and its entities, research centres and activities. This includes responding to press inquiries from media outlets (print, radio, television, internet) to allow a timely, accurate response.
- ii. The Chief Executive is the approved spokesperson for the College brand.

1.13.1 Staff comment to the media

- i. Staff authorised to represent Excelsia to the media must conduct themselves at all times as representatives of Excelsia and in accordance with all Excelsia policies regarding authorised spokespersons, including but not limited to, the use of the College name in public statements. When an academic staff member is asked to communicate to the media as a representative of Excelsia on a matter within their area of expertise, they must state they are an employee of Excelsia. The staff member can also name the relevant division, academic unit or research group to which they belong.
- ii. Business courses may be required to represent themselves differently to the media. To ensure business courses are represented appropriately, Course Managers should contact the Marketing Department to develop an agreed positioning statement.
- iii. Any comment by staff on matters outside of that staff member's area of expertise, or in circumstances where that staff member is not speaking as a representative of Excelsia, must be expressly and clearly made in that staff member's private capacity. A clear distinction should be made by stating that the comments are personal opinions.
- iv. Staff are advised to contact the Marketing Department for advice on the best way to represent themselves to the media and seek advice and assistance regarding media interview preparation and skill development.

1.13.2 Student comment to the media

- i. Where students have been selected by the College to be a representative of Excelsia to discuss their course of study with the media, students are advised to contact the Marketing Department for advice on the best way to represent themselves to the media and seek advice and assistance regarding media interview preparation and skill development.

1.13.3 Notifying the media communications team

- i. It is important that the Marketing Department is kept informed of events that may attract media attention. This includes events with Excelsia involvement, members of the media approaching staff for comment, or staff wishing to speak to the media.
- ii. Staff are required to advise the Marketing Department of any expected media visits or upcoming media opportunities as soon as possible and preferably at least a week prior to the media visit or opportunity.
- iii. Staff should contact the Marketing Department as promptly as possible if they anticipate an issue may become contentious or of interest to the media.

1.13.4 Media releases

- i. Excelsia media releases are only to be issued by the Marketing Department, ensuring that:
 - the content is professionally written in journalistic style
 - the timing of the story's release is appropriately coordinated with other Excelsia media activities

- the content is correct and appropriately authorised for release.

1.13.5 Niche media communication requirements

- i. Some units of Excelsia may have specialist, niche or specific needs with regards to media communications activities, where such activities support targeted approved strategies and goals. Where such a need exists, that unit should contact the Marketing Department to collaborate on the development of a media strategy that outlines appropriate media sources, key messages, timings, opportunities and roles and responsibilities.

1.14 Complaints and feedback

- i. Any complaints and feedback appearing on Google are handled by the Marketing Department to produce a positive outcome.

1.15 Excelsia web presence

- i. Excelsia College's official website (www.excelsia.edu.au) is the registered domain for Excelsia College. It is externally hosted, and the content is maintained and managed by the Marketing department. It primarily serves current students, faculty, staff, alumni, news media, and the general public searching for information about the College. Excelsia's Marketing Department is responsible for the site's architecture, functionality, design, technical structure, and strategy. All Excelsia website development must comply with the Brand Style Guide.
- ii. All content on the website must be original or sanctioned Excelsia copy, or appropriately acknowledged. The website must not display content duplicated from external websites, however links to external websites may be included with the approval of Marketing and External team for Engagement.
- iii. Sufficient publicly available information is provided on the website to assist students in making informed choices about selecting a course of study, to enable effective and informed participation in a chosen course of study and to resolve grievances if necessary, including the particular needs of international students studying in Australia (see Section 7.2 of HESF).
- iv. The content of the website has readily accessible public description about the college and its operations.
- v. The Lead UX Designer manages the structure of the website, design aspects and content of the website.
- vi. Specific links and content on the College homepage are approved by the Chief Operating Officer, Marketing Specialist, Communications Coordinator.

1.15.1 Distinct websites

- i. From time to time, Excelsia may seek to undertake an alliance, collaboration or other relationship with a third party, which could require the development of a website separate or distinct from Excelsia's website.
 - Prior to exploring and developing the separate or distinct website, the staff member managing the third-party relationship must consult with the Marketing Department with

regards to design, use of Excelsia logo and overall fit with the Excelsia digital marketing strategy and web strategy.

- The Marketing Department may seek advice or endorsement from the relevant Senior Executive about the development of the separate or distinct website before any development work is undertaken.

1.16 Customer data

- i. From time to time, areas of the College may acquire individual client information for the purposes of direct communication. Collection of this data must be undertaken with the express permission of the client and in accordance with the Colleges' [privacy policy](#).

1.17 Excelsia social media presence

- i. Excelsia is active on social media for the following reasons:
 - to communicate ideas and messages that can leverage a powerful multiplication effect, as content can be shared with a user's entire network.
 - to engage with marketing opportunities
 - to monitor and attain insights as to how the College is perceived in the community
- ii. The College respects the rights of staff to engage in social media, in most cases considering there to be little difference between personal and professional profiles on social media. Staff activities on social media channels can therefore have significant impact on the College's business and reputation. Staff should therefore use good judgement in their online activity and comply with all applicable laws. Staff are responsible for the content they publish online.
- iii. Social media provides the College with a gauge as to the perceptions of the organisation. If a College issue arises, staff should be diligent in notifying those that may be able to resolve it. Any promises made to someone through social media should be followed up and resolved.
- iv. If staff have posted something that is wrong, it should be corrected quickly and publicly. It is far better to own up to mistakes and maintain transparency than try to cover them up, as they are often uncovered.

1.17.1 Reference to College courses

- i. Staff online activities must not be intended as, or be perceived as, promotion of College courses. Therefore, when using social media, employees must not:
 - refer to College courses (either brand, generic or class)
 - post images of College courses, or
 - share, retweet or like third-party content (news, posts by other universities and colleges) that refers to College courses (brand, generic or class) or that contains images of any College products.

1.17.2 Engaging with College social media channels

- i. Staff may engage (e.g. follow, share, re-tweet and like) with content on College managed social media channels as long as they comply with College policy regarding course reference (clause 1.17.1) and brand name (clause 1.17.3)
- ii. Employees may engage with content on College-managed social media channels (e.g. @Excelsia College) and may do so even if that content refers to College courses. However, staff must not add any comments to content they are sharing from these channels that mentions, or is related to, any College courses (e.g. company news releases).
- iii. Each member of staff should understand their obligations when commenting in public forums, including through social media. Staff are required to comply with the Staff Code of Conduct.
- iv. Staff are only to comment or post as an official representative of Excelsia College on matters that relate directly to their area of expertise. Where a staff member is commenting outside their expertise, they are to use a disclaimer such as: 'The views expressed are my own and do not necessarily represent the official views of Excelsia College'.

1.17.3 Use of College name in social media

- i. When engaging in social media activity staff should use the correct College name. Even if only for a meeting and/or event, staff should always refer to the company as 'Excelsia College'.

1.17.4 Communicating on behalf of the College

- i. Only approved spokespeople may use social media to speak on behalf of the College. Before a staff member creates any new social media channels or activities on behalf of the College, the projects (new or expanded use of existing channels) must be approved by the Chief Operating Officer
- ii. Students and staff are to respect and embody the values of Excelsia College when representing or speaking for the College.

1.17.5 Employee social media campaigns

- i. All employee social media campaigns must be reviewed by the Marketing Specialist and Communications Coordinator in advance and approved by the Chief Operating Officer. An employee social media campaign is any initiative in which employees are encouraged to engage in social media activities in support of a company activity or initiative (e.g. coordinating use of social media during a College meeting, sending an email to employees encouraging participation in social media initiatives, etc).

1.17.6 Copyright considerations

- i. By posting content on social media channels, staff represent that they are authorised to do so and not infringing others' copyrights. When using social media as a company employee, staff must abide by applicable copyright laws and company social media policies.

1.18 Search engine optimisation (SEO)

- i. The Marketing Department will edit content to prioritise SEO so it gets a higher listing on search result pages (e.g. Google, Bing, Yahoo and other search engines).
- ii. The Marketing Department oversees the SEO for the company website along with external vendors selected for the job.
- iii. The College may engage in Search Engine Marketing (SEM), which is the process of paying to have keywords ranked more highly, such as Google Adwords.

1.19 Internal surveys

- i. Excelsia may conduct surveys to students and staff from time to time. Surveys should be disseminated to staff through the internal communication tools.
- ii. All internal surveys must be approved by the Chief Executive or their delegate before being released.
- iii. The results and action plan from the surveys will be made available to staff and students.

1.20 Excelsia signage

- i. Signage forms an important part of Excelsia's applied visual identity. Where signage needs to be developed for the Excelsia campus, it must conform to the Brand Style Guide. Any variation to the Brand Style Guide must be approved by the Marketing Department.
- ii. Signage can be internal or external, affixed to a building or within an Excelsia campus environment, and is either permanent, temporary or event related.

1.21 Letterhead

- i. A standard letterhead incorporating the Excelsia College logo has been developed for use by all College staff. This template is consistent with the College business card design. The logo may not be used on any other letterhead design, whether alone or with the logos of other organisations, unless said organisations are specified as an Excelsia co-brand or entity outside the normal guidelines.

1.22 Photography

- i. The Marketing Department has a stock of photographs and digital images. Staff should contact Marketing for assistance with their requirements and note that specific images will have use-by-dates.
- ii. Staff requiring photographs to be taken should make direct contact with the Lead Graphic Designer.
- iii. College document folders printed in the College's corporate style and incorporating the logo can be requested from Excelsia's Marketing Department.

Non-compliance with this policy framework may result in disciplinary action in accordance with Excelsia College by-laws.

2 Scope

This policy framework applies to all Excelsia College staff.

3 Roles and responsibilities

The following stakeholders have a responsibility in relation to this policy framework.

Role	Responsibility
<ul style="list-style-type: none"> • Marketing Specialist • Communications Coordinator • Leader Graphic Designer 	<ul style="list-style-type: none"> • Manages processes associated with items of this policy • Facilitates regular induction and training programs as required <p>For developing, managing and maintaining all elements of Excelsia brand logo, including relevant guidelines:</p> <ul style="list-style-type: none"> • provides support and advice on the use of the brand and its elements • provides support and advice for strategic marketing activities • provides advice and guidance on corporate marketing, communications and promotional activities • has oversight of and influence over the Excelsia web strategy, design of the website and also manages homepage content • develops the Excelsia social media strategy, and provides advice and monitoring for social media activity across the organisation • provides advice on implementing appropriate Excelsia-branded communications • liaises with media on all corporate promotional and marketing activities • oversees and coordinates Excelsia’s media activities • audits Excelsia’s marketing materials as necessary • reviews relevant brand related policies, procedures and guidelines regularly to ensure that they remain relevant and consistent with Excelsia’s strategic plan and other policies; monitors compliance with this policy
<p>Chief Operating Officer</p>	<ul style="list-style-type: none"> • Provides oversight of development and implementation of this framework • Ensures appropriate decisions are made in relation to this framework

	<ul style="list-style-type: none"> Accountable to the timely delivery of campaigns and communications Preparation of annual marketing budget and accountability of marketing spent
Chief Executive	<ul style="list-style-type: none"> Official media spokesperson Approval and sign off of all marketing materials Approval of annual marketing budget
Chief Global Engagement and Partnerships	<ul style="list-style-type: none"> Clear communication with Marketing Department on requirements for advertising the course domestically and internationally Ensure the brand is consistently represented during events Approval and sign off on brochures and campaigns for courses
Quality and Compliance Coordinator	<ul style="list-style-type: none"> Approval and sign off of all marketing materials Ensures legislative and regulatory compliance of all marketing materials
Management Committee	<ul style="list-style-type: none"> Ensure appropriate framework is in place Review and endorse framework to be implemented Address and respond to breaches of policy
Staff	<ul style="list-style-type: none"> Participate in promoting the Excelsia brand to internal and external stakeholders in a way that is a true reflection of the College and its offerings Maintain familiarisation and comply with this framework Report instances where the brand reputation is at risk Do not talk to the media about the brand, unless authorised by the CEO
Person in charge (PIC)	<ul style="list-style-type: none"> Any employee within Excelsia College who is responsible for briefing marketing on a project

4 Definitions

For the purpose of this policy framework, the following definitions apply.

Term	Definition
Advertising	A form of communication used to convince a target audience to take a course of action, for example to study at, work at or donate to Excelsia, through paid channels such as print, outdoor, magazine, digital, video, television, cinema and radio. 'Advertisement' has a like meaning.
Audience: internal	Individuals who are in the Excelsia community. For the purposes of this policy, it also includes individuals who receive promotional

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	communications and Excelsia-wide communications developed by the Marketing Department for alumni relations and community engagement activities.
Audience: external	Individuals who are not in the Excelsia community.
Brand architecture	The representation, naming and structure of the Excelsia logo to demonstrate how they are interrelated, as outlined in the Excelsia Brand Style Guide.
Brand Style Guide	Guiding principles and requirements which establish, implement and protect all elements of a brand. They are internal tools to act as a guide to ensure consistency in the way we communicate, both visually and with language.
Crisis	Refers to anything that might significantly impact the College's operations or public image, which could result in extensive news coverage and have the institution thrust into the public eye.
Digital media	Images and content, whether audio, audio visual or written, that exists in a digital format, and resides on a local device (USB, hard drive) or remote location (website).
Excelsia trademark	Includes the Excelsia Master Brand Mark and trading names of Excelsia, whether registered or unregistered. It does not include a brand mark that is not used with, or derived from, the Excelsia Master Brand Mark.
Logo	Graphic element representing the brand.
Media	Free or paid services and products which publish news, information or entertainment to audiences in Australia and/or other countries. Such services and products include: printed publications such as newspapers and magazines; television and radio broadcasting services; and online and digital products and services such as websites, email newsletters (e-newsletters), blogs, webcasts, streaming services, podcasts, online magazines and e-publications.
Print materials	All printed materials and electronic formats of items such as magazines, newspapers, newsletters, flyers, brochures, booklets, books produced by Excelsia to promote its operations or activities. It also includes corporate stationery such as printed letterhead, electronic letterhead, with compliment slips and business cards.
Promotional communication	Communications, material and merchandising created by or for Excelsia to use in all media and/or other formats to promote a product, service or an area of Excelsia to a specific audience. Such materials include, but are not limited to, print materials, print or online advertisements, television commercials, digital media, social media and all forms of branded merchandise, gifts and giveaways.
Publication	Printing, issuing, reproducing, making available or otherwise conveying promotional communications for or about Excelsia or material containing some reference to Excelsia. 'Publish' has a like meaning.
Public relations	The relationships between the Excelsia College and its stakeholders and the activities undertaken to shape and manage those relationships.

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Social media	Websites and applications that enable users to create and share information or ideas with others or to participate in social networking.
Staff	All persons engaged by Excelsia as academic or professional services staff regardless of their level classification. For the purposes of this policy, it also includes all persons engaged by Excelsia as casual employees.
Student	A person enrolled to study or registered for a course at Excelsia, whether undergraduate or postgraduate, research, domestic or international, part-time or full-time.
Third party	An organisation, company or individual external to Excelsia that engages with a contractual agreement with the college.
Unauthorised use	Use of any Excelsia brand element not in compliance with this policy and the Excelsia Brand Style Guide.

5 Procedures



Formats



Request Medium



Process



People

	Formats	Request Medium	Process	People
Design	<ul style="list-style-type: none"> Events Ads Shows Collaterals Business Card 	<ul style="list-style-type: none"> Design Brief 	<ol style="list-style-type: none"> Meeting with PIC Register the project and job No. Assigned Details Confirmed/Production/Draft Final proof and approval archive the project) and close log. 	<ul style="list-style-type: none"> Lead Graphic Designer and Marketing Specialist
Social Media	<ul style="list-style-type: none"> Posts: LinkedIn Facebook Instagram Twitter 	<ul style="list-style-type: none"> Marketing Brief Form 	<ul style="list-style-type: none"> Request for SM Post to support course Content/Visual Approved Posted by Marketing Report Shared by Marketing Staff: Allowed to engage, share and comment 	<ul style="list-style-type: none"> Marketing Specialist Student Acquisition Department Communications Coordinator Staff with delegated authority.
Brand Guidelines	<ul style="list-style-type: none"> Brand Logo 	<ul style="list-style-type: none"> Website > Resources 	<ul style="list-style-type: none"> Use the right logo and colour Use the right template External communication material: logo approval 	<ul style="list-style-type: none"> Lead Graphic Designer and Marketing Specialist
SEO	<ul style="list-style-type: none"> Website Promotion 	<ul style="list-style-type: none"> Marketing Brief Form 	<ul style="list-style-type: none"> Request for Web page to promote Background info Budget approval Requirements Reporting 	<ul style="list-style-type: none"> Chief Operations Officer and Marketing Specialist
Website	<ul style="list-style-type: none"> Website Development Website Amends Posting 	<ul style="list-style-type: none"> Marketing Brief Form 	<p>Amends: Request via Marketing email Website Development: Brief Survey Design Content Server (IT Team) Posting: Website Back end log in and publishing of Approved content. Linking to sites as required</p>	<p>Amends/Web dev: Lead Graphic Designer, Marketing Specialist, Chief Operations Officer Posting: Heads of Department Marketing Department Quality Department Chief Executive Officer</p>
Comms Newsletter	<ul style="list-style-type: none"> Internal External Alumni 	<ul style="list-style-type: none"> Marketing Brief Form 	<p>Internal & External Request to publish, Review, feedback, Approval, Publish Alumni: details and database build up Save: \Marketing\Promotions\Databases\Alumni Send: Newsletter/ brochure /info on request</p>	<p>INTERNAL/Alumni: Marketing, Chief Operations Officer, Quality & Compliance Coordinator EXTERNAL: Marketing, Chief Operations Officer, Quality & Compliance Coordinator, Chief Executive Officer</p>
PR	<ul style="list-style-type: none"> Press Release Interviews 	<ul style="list-style-type: none"> PR approval Sheet 	<p>Review if the story is newsworthy Communication draft and approved internally Story pitched to media and published on internal assets</p>	<ul style="list-style-type: none"> Marketing Specialist Communications Coordinator Chief Operating Officer Relevant School Head
Advertising	<ul style="list-style-type: none"> Radio TVC Print Digital 	<ul style="list-style-type: none"> Marketing Brief Form 	<ol style="list-style-type: none"> Booking Confirmation from school Confirm from Marketing Manage Creative Concept Sign Offs Purchase Order Fill out Ad details on shared drive Give to Graphic Designer Recording/Artworks Adaptations 	<ul style="list-style-type: none"> Marketing Specialist Creative writer (external) Chief Operating Officer Accounts Assistant

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6 Guidelines

6.1 Social media

6.1.1 Show respect and be positive

It is important to be aware how quickly online discussion can descend into a negative and potentially reputation-damaging argument. Positive and respectful comments are greatly appreciated in the online sphere. Positive and respectful interaction can often turn those with negative opinions of Excelsia College into advocates when they experience genuine human interaction and engagement with their issues. With this in mind, it is important to avoid being negative or argumentative, and post and comment with a respectful and positive tone. Staff should try to avoid tit-for-tat dialogue that can prolong or deepen a negative issue. It is also helpful to adopt a human and informal tone that avoids 'legal' sounding language.

6.1.2 Be transparent, accurate and honest

Ensure that the information is accurate. Take time to gather facts as retraction of comments will be perceived negatively. Be aware that any attempt to mislead or obscure the truth within a social media context is likely to be uncovered and exposed to the public.

6.1.3 Use judgement and commonsense

When posting on any social media platform, staff need to be aware of the consequences that may arise due to expressing their opinions and the speed with which these can be spread.

Before posting, stop and think:

- Are you uncomfortable with what you are about to post?
- Are you uncomfortable about personally owning and being associated with this comment?
- Will this comment inflame or offend your audience?

If the answer is 'yes' to any of these questions, staff should stop and reconsider posting. If necessary, they should discuss it with their manager or the Marketing Department. Remember: staff are responsible for their post and any consequences that might result.

6.1.4 Responding to criticism and negative comments on social media

Perhaps the most difficult area of social media engagement is knowing how to respond to negative opinions or criticism. Here is some helpful advice.

- It is useful to publish terms of use when creating a social media property, which should outline acceptable behaviour and consequences for breaching these terms.
- As a general rule, genuine negative feedback should not be deleted. It is far better to respond positively and constructively.
- Respond in a timely manner. Negative issues can become worse if they are left with no response.

- If the issue relates to a problem, let the commenter know what is being done to resolve the matter in a friendly manner.
- If a comment is spam or trolling (an inflammatory comment designed to start a negative argument) the comment may be ignored or deleted.
- If a comment uses profanity or is highly offensive it may be deleted in accordance with published terms of use.

6.1.5 Resources

- [Facebook Pages Help Page](#)
- [Instagram Help Center](#)
- [LinkedIn Help Page](#)
- [YouTube Help Center](#)

6.2 PowerPoint template

A standard College PowerPoint template and guidelines for its application can be downloaded at: (<https://excelsia.edu.au/resources/branding-resources/>)

7 Document status and governance

Responsible Officer	Chief Operating Officer	Date created: August 2022 Date of last review: August 2022
Approving Authority	Management Committee	Meeting date: 5 August 2022 Agenda item number: 8.6
Publication	Version 1 (Public)	August 2022
Related documents and references	External documents <ul style="list-style-type: none"> • Education Services for Overseas Students Act 2000 • National Code of Practice for Providers of Education and Training to Overseas Students 2018 • Higher Education Standards Framework (Threshold Standards) 2021 • Higher Education Support Act 2003 • Australian Consumer Law 	

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	<ul style="list-style-type: none"> • Copyright Act 1968 • Privacy Act 1988 <p>Internal documents</p> <ul style="list-style-type: none"> • Brand Style Guide • Editorial Style Guide for Non-Academic Writing • Intellectual Property Policy • Privacy Policy • Staff Code of Conduct • Contract Template for Third Party • www.excelsia.edu.au/events • https://www.facebook.com/ExcelsiaCollege/ • Education Agent Policy and Procedure
HESF	The content of this policy is mapped to the HESF 7: Representation, Information, and Information Management.
Review date	Review of Version 1 August 2025

8 Document history

This policy framework has been amended as follows:

Version	Approved by and date	Sections amended