



COLLEGE COMMUNICATIONS POLICY

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A. PURPOSE

This policy is designed to clarify the role and intent of official College Communications, as well as to provide a framework for understanding the processes and protocols for Internal and External Communications at Douglas College (the College).

B. SCOPE

This policy applies to all members of the College Community and covers official channels of communication between the College and its employees and students, as well as Communications with the College Board, Media and other external organizations; it is not intended to restrict routine business Communications but to provide guidance for clear, consistent, broad-based Communications.

C. DEFINITIONS

College Community: Includes all employees, students, Board members and users of the College, and any other person who is contractually obligated to comply with this policy.

Communications: The dissemination of official information related to the College, including but not limited to College activities, plans, positions or events, through any medium, to members of the College Community, the Media or the public at large.

Crisis: An event or events that could bring about real or perceived harm to the College, its students or employees.

Crisis Communications: Communications with the College Community or with the public and/or other external agencies during a time of Crisis.

Emergency Notification System (ENS): A tool used to communicate with the College Community in the event of a Crisis or other significant event.

External Communications: Communication with any individuals, groups or organizations outside the College (e.g., news media, government, other institutions, the public).

Incident Commander(s): The person or persons designated as the authority during a Crisis, typically a College official or police officer, firefighter or other emergency personnel on site.

Internal Communications: Communication within the College Community through any official channels (e.g., email, social media, signage, posters, ENS, newsletters).

Media: Tools, products or organizations used for the purposes of communicating with others; includes news media (e.g., radio, television, newspapers, blogs), social media (e.g., Facebook, Instagram, Snapchat, Twitter), and other Communications formats (e.g., newsletters, websites, intranets, broadcast emails, app notifications, the ENS and on-campus physical and digital signage).

D. POLICY STATEMENTS

1. As a public post-secondary institution, Douglas College plays an important role in society by providing an open forum for dialogue and inquiry.
2. Douglas College encourages the exploration of a diversity of viewpoints and supports the exchange of information throughout the College Community, and with the public, about important societal issues, particularly those that relate to fields of study within the College.
3. On all matters related to Communications, the College respects legislated bounds of privacy, safety, security and confidentiality, and proprietary rights with respect to intellectual property.
4. Douglas College strives to provide relevant and timely Communications to all stakeholders, and to disseminate information about the College to the public at large to showcase College programs, research and other activities.
5. Douglas College encourages faculty members to communicate with the public, news media and the College Community on topics within their areas of expertise. The Marketing and Communications Office (MCO) is available as a resource to help faculty members with Media training, key messaging, and the promotion of newsworthy research or other activities at the College. Faculty members are encouraged to consult with MCO in advance and to inform MCO when relevant stories are expected to appear in the Media.
6. Within the College, the Public Affairs Division is responsible for the overall tone, look and feel of, and standards of content for, all Media, including the College's intranet (DC Connect), public website, printed materials, physical and digital signage, videos, posters and social media channels, as well as advertising and other marketing materials, although the Division may delegate this responsibility in specific instances (e.g., varsity athletics).

7. Only designated spokespersons, as directed by Public Affairs or the Senior Management Team, may speak on behalf of the College.
8. MCO, within the Public Affairs Division, is responsible for official College Communications with news media. Any requests for official statements on behalf of the College are to be directed to MCO; MCO will work with the appropriate faculty members and/or College administrators to provide key messages and statements to the Media through a designated spokesperson.
9. In the event of a Crisis, Public Affairs will work with the Office of Safety, Security and Risk Management, the Senior Management Team, the Incident Commander and appropriate administrators and staff members to provide the most accurate, relevant and timely information to members of the College Community, other stakeholders and the public at large. To prevent misinformation, members of the College Community are advised to avoid sharing or spreading publicly any information that does not come through official channels.

E. PROCEDURES

See [Standard Operating Procedures](#) (for internal users)

- *College-Wide Communications*
- *DC Social Media Account – Creation and Maintenance*
- *Digital Signage – Usage Request*
- *Publishing Notifications on the Douglas App*

F. SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES

[Administration Policies](#)

- *Academic Freedom*
- *Advertising on College Property*
- *Intranet*
- *Privacy*

G. RELATED ACTS AND REGULATIONS

- [Freedom of Information and Protection of Privacy Act \[RSBC 1996\], c. 165](#)
- [Privacy Act \[RSBC 1996\], c. 373](#)

H. RELATED COLLECTIVE AGREEMENTS

N/A