



POLICY: COMMUNICATIONS

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Related documents			
Da Vinci documents (eg. Policies, Regulations, Guidelines, Contracts)	Other (eg Legislation, DHET and CHE directives and guidelines) <ul style="list-style-type: none"> • Constitution of the Republic of South Africa: 1996 • Higher Education Act (Act 101 of 1997) • NQF Act, No. 67 of 2008 • SAQA - National Policy and Criteria for Designing and Implementing Assessment for NQF Qualifications and Part-Qualifications and Professional Designations in South Africa • CHE: Higher Education Quality Committee (HEQC) Criteria for Programme Accreditation: November, 2004 • Labour Relations Act (Act 66 of 1995) as amended • CHE: Distance Higher Education Programmes in a Digital Era: Good Practice Guide 		
Website address of this document:	www.davinci.ac.za/da-vinci-policies-and-procedures/		

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1. Preamble

This policy forms part of the set of quality management policies of The Da Vinci Institute for Technology Management.

Da Vinci offers outcomes based, distance education opportunities. The policies and procedures detail the principles and processes that will ensure that learning programme offerings are aligned to the principles of a Mode 2 higher education institution, whilst adhering to the required academic standards and empowering students with the knowledge, skills and values to contribute to their communities, society and economy of the future.

2. Scope

This policy applies to all its business engagements internally and externally with all its stakeholders.

3. Purpose

To manage overall communication, marketing and branding both internally and externally with staff members and all stakeholders.

4. High level processes

4.1 Da Vinci Website and social media platforms

- Official Institute web pages and social media accounts/pages represent The Institute and are intended for the official business functions of the institution
- The custodian of the corporate image is the Department of Communication
- All communication on The Da Vinci website will be carried out directly by the Communications department. Da Vinci branding will be maintained and handled professionally
- All communication on The Da Vinci social media platforms will be carried out directly by the Communications department. Da Vinci branding will be maintained and handled professionally
- Social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include but are not limited to LinkedIn, Twitter, Facebook, YouTube, and Google +
- Both in professional and institutional roles, employees need to follow the same behavioural standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, alumni,

donors, media, and other stakeholders apply online as in the real world. Employees are liable for anything they post to social media sites.

4.1. Branding

- ☞ Staff and titleholders are required to act in ways that promote and protect the brand
- ☞ Organisational units, staff, titleholders, alumni, students, associates, faculty and affiliated or external individuals or bodies carrying out activities that would enhance The Institute's reputation are strongly encouraged to acknowledge The Institute by using the approved brand as set out in this policy and The Institute Brand Standards
- ☞ Use of the approved brand or any 'other brand' of The Institute, by affiliated or external individuals or bodies must be approved and governed by agreement with The Institute and approved by the Communications department
- ☞ Institutional organisational units may be named alongside The Institute brand as long as this complies with The Institute Brand Standards and approved by the Communications department
- ☞ In very limited circumstances, 'other brands' of The Institute (including business and domain name registration) may be created where significant commercial or other advantage can be demonstrated
- ☞ Non-compliance with this policy will be addressed through The Institute's disciplinary procedures and may be subject to sanctions under the relevant legislation
- ☞ Any manufacturer, retailer or vendor producing or selling merchandise bearing The Institute's brand must either be licensed or contracted by The Institute's Communication department to produce such branded merchandise. The use of the brand must also comply with The Institute Brand Standards
- ☞ The custodian of the corporate image is the department of Communication
- ☞ The department must maintain a corporate identity manual, with examples of all approved applications, which must be available in a hard copy format from the relevant manager's office or on the intranet as well as electronic copy available to all staff.
- ☞ The department will facilitate the graphic design process of any new designs needed
- ☞ Deviations from the corporate identity manual must first be approved by the Communications department.
- ☞ The final design of such deviation will be facilitated by the Communications department.

4.2. Public Media Relations

Responses to Inquiries from the Media:

The Da Vinci Institute for Technology Management (Pty) Ltd
Registered with the Department of Education as a private higher education institution
under the Higher Education Act, 1997. Registration Certificate No. 2004/HE07/003

- ☞ Deans, directors, faculty, and staff will **not** respond to inquiries from the media concerning matters such as personnel issues, crisis management, emergencies, Institute policies and fiscal operations. Instead, such inquiries should IMMEDIATELY be directed to the Communications department who will respond accordingly
- ☞ Deans, directors, faculty, and staff may **not** respond directly to media inquiries on ordinary, day-to-day matters such as course information, awards, special events, scholarships, publications, etc. Instead, such inquiries should IMMEDIATELY be directed to the Communications department who will respond accordingly.
- ☞ The Da Vinci Communications department will:
 - be informed promptly when any member of the Da Vinci community receives inquiries from the news media
 - keep the CEO, Da Vinci Board and other senior managers informed of all relevant media situations and inquiries.
- ☞ The Communications Manager will:
 - ☞ distribute all Institute news releases, review and approve those prepared by other members of The Institute and check with relevant personnel [CEO, Da Vinci Board and other senior managers /or designated contact person(s)] to ensure news releases are accurate and consistent
 - ☞ keep the CEO, Da Vinci Board and other senior managers informed of all relevant media situations and inquiries
 - ☞ retain and file copies of all news releases distributed by The Da Vinci Institute, establishing a central locale for all Institute communication with the Media
 - ☞ ensure copies of all The Da Vinci Institute news releases are posted on the website and social media platforms of The Da Vinci Institute.

4.3. Community Engagement

Da Vinci has identified key projects in which they believe they can make a meaningful contribution to people and organisations. Communication regarding The Institute's CSI projects has been posted on Da Vinci website and social media platforms:

- ☞ Little Green Number
- ☞ Gauteng Opera
- ☞ I was shot in Joburg.

5. Version Control

Author	Revision
Communications Manager: Mr Storm Thomas	01/01/2015
Communications Manager: Mr Storm Thomas	01/02/2017
Communications: Ms Berouzka Rheeder	30/07/2018