



GHANA COMMUNICATION TECHNOLOGY UNIVERSITY

Marketing and Communications Policy

(2024)

GHANA COMMUNICATION TECHNOLOGY UNIVERSITY

MARKETING AND COMMUNICATIONS POLICY

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FOREWORD

This Ghana Communication Technology University (GCTU) Marketing and Communications Policy guides the Ghana Communication Technology University community in its marketing communication activities, recognising that all such activities should be coordinated by the University Relations Directorate. The purpose of this policy is to ensure effective internal and external communications within and on the behalf of GCTU. The policy defines how, when, what, where and who should communicate internally and externally.

The Ghana Communication Technology University Marketing Communications Policy is crafted to enhance and protect GCTU's institutional reputation, advance and strengthen the University's brand, encourage community engagement and reinforce the University's relevance in the lives of its key target audiences, including current and prospective students, alumni, donors, friends, faculty and staff.

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1.0 Introduction

This Ghana Communication Technology University (GCTU) Marketing and Communications Policy guides the Ghana Communication Technology University community in its marketing communication activities, recognising that all such activities should be coordinated by the University Relations Directorate. The purpose of this policy is to ensure effective internal and external communications within and on the behalf of GCTU. The policy defines how, when, what, where and who should communicate internally and externally.

The University Relations Directorate exercises oversight responsibility for the coordination of all official internal and external marketing communication activities of the entire University. No marketing consultants, marketing research firms, public relations agencies, brand design agencies, graphic design firms, web design firms, independent design consultants or social media consultants will be communicated with, without the prior approval of the University Relations Directorate. This policy applies to all staff at the University, whether permanent or fixed-term, to the University Council and to Fellows, Affiliates and Grantees (where applicable).It also applies to other individuals engaged by or on behalf of GCTU temporarily, whether full-time or part-time.

For this policy, Marketing Communications refers to digital and physical communications spanning activities such as advertising, direct marketing, branding, packaging, website and social media communications, printed materials, public relations activities, sales presentations, sponsorships, trade show appearances and all activities connected with the promotion of the Ghana Communication Technology University in local and international markets.

2.0 Purpose of Policy

- 2.1. The Ghana Communication Technology University Strategic Plan aims at promoting a viable Centre for Higher Education in Information and Communication Technology to undertake research by training and capacity building in academic disciplines and to provide global consultancy services to both the private and public sectors so as to foster university-industry linkages. This is to protect the GCTU brand assets and the formulation of this marketing communications policy is the preliminary step in this regard.
- 2.2. The Marketing Communications Policy provides clear guidance on how the Ghana Communication Technology University's marketing communication efforts should be organised. This policy is designed to enhance the Ghana Communication Technology University's image and message delivery through a stronger and more defined relationship between the University Relations Directorate and all other GCTU communicators. One of the strongest proposed

effects of this policy is the production of high-quality internal and external official messages that are consistent with the Ghana Communication Technology University's mission, institutional identity, positioning and other reputation imperatives.

- 2.3 The Ghana Communication Technology University Marketing Communications Policy is crafted to enhance and protect GCTU's institutional reputation, advance and strengthen the University's brand, encourage community engagement and reinforce the University's relevance in the lives of its key target audiences, including current and prospective students, alumni, donors, friends, faculty and staff.

3.0. Objectives of the Policy

- 3.1. Maximise opportunities to enhance the Ghana Communication Technology University's visibility through the dissemination of relevant brand stories.
- 3.2 Ensure all information put out by the Ghana Communication Technology University is consistent with the GCTU Brand Manual and editorial standards.
- 3.3 Provide oversight and leadership in assisting all Ghana Communication Technology University Faculties/Schools, Departments, Directorates and Centres, university hostels of residence and other relevant units in all their marketing and communications activities.
- 3.4 Integrate efforts between the University Relations Directorate of the Ghana Communication Technology University and GCTU communicators to optimise creativity in design and message, as well as to improve information flow; ensuring full brand compliance.
- 3.5 Ensure that the Ghana Communication Technology University is efficiently leveraging its marketing and related communications investments at all levels and in all areas.

4.0. Activities which this Policy Governs

This policy covers official institutional activities as outlined below, but are not limited to:

- 4.1 Publications (including print and electronic publications).
- 4.2 Logos and unit identity management.

- 4.3 Advertising (the term advertising includes traditional media channels — TV, radio, billboard, magazine, newspaper, etc.), as well as marketing
- 4.4 communications that utilise new media channels, including websites, email solicitations, product placement and other activities involved in marketing the Ghana Communication Technology University
- 4.5 Corporate and sub-brand promotional videos.
- 4.6 Primary, secondary and tertiary Ghana Communication Technology University web pages.
- 4.7 Market research; and
- 4.8 Institutional social media management (LinkedIn, Twitter, Facebook etc).

5.0 Definitions

For this policy, the following definitions shall apply:

- 5.1 News media shall refer to newspapers, magazines, newsletters, online publications, television and radio.
- 5.2 Internal and external communication refer to all official communication that the University gives out to its diverse customers. Internal communication spans communication within GCTU, between staff, and/or other internal audiences. External communication refers to the relaying of information to stakeholders outside GCTU, such as grantors, governments, partners, the press and the general public.
- 5.3 Programmes refer to academic and non-academic programmes.

6.0 GCTU University Relations Directorate

- 6.1 The University Relations Directorate works in partnership with key Ghana Communication Technology University administrators and partners who have official responsibilities that include developing and managing marketing and sponsorship agreements and other contracts between Ghana Communication Technology University and its external constituencies.
- 6.2 The University Relations Directorate takes a collaborative approach to maximise Ghana Communication Technology University's messaging, image, financial resources and benefits in the management of external marketing and sponsorship

agreements and/or contracts.

6.2.1 This approach also minimises duplicate solicitations in the Ghana Communication Technology University community from external sources and maximises internal Ghana Communication Technology University cross-marketing potential by:

- i. The evaluation of the significant value to external entities in exposure, affiliation and relationship with Ghana Communication Technology University, and then reviewing and recommending sponsorship policies and prices accordingly.
- ii. Identified sponsorship opportunities throughout Ghana Communication Technology University.
- iii. Advising on current and potential sponsorship issues and opportunities.

6.3 University Relations and Internal Communications Management

GCTU internal communications channels exist for various purposes and they are superintended by the University Relations Directorate. There are several internal communications channels and these are discussed in turn:

i. **Intranet**

The University's intranet is a platform that fosters team interactions and collaboration, used for disseminating information, a resource i.e., the knowledge library for documents and policies and quick links that provides access to other frequently used sites. It includes content generated by various departments and it is the responsibility of the person contributing the content to ensure its accuracy. Depending on the type of content, contact details for queries and/or more information is to be provided by the contributor. The University Relations reserves the right not to publish content that is incomplete or not suitable for the intranet.

ii. **Group emails**

Are used by departments, committees or other subgroups to share information with relevant stakeholders through group e-mails

iii. **Staff engagement**

Staff can be better engaged with the use of surveys, emails and other channels to assess and gather ideas to improve the functions of the University Relation, or on behalf of other internal constituencies

iv. **OneDrive**

Is an encouraged platform to share and collaborate on documents/files. It also serves as a backup for all programmes and project related work at GCTU

5.4.2 Communication Between Departments

- a) Instructions or communication from one department to another must originate from the Head of Department or his/her delegate with the Manager in copy. Instructions must be by email
- b) Any announcement to the wider GCTU staff must come from the Director of Human Resources or Director of University Relations or any other person assigned by the Registrar or Vice - Chancellor to carry out this function as delegated
- c) In all normal circumstances, the University Relations Directorate must be informed 2 weeks in advance of all events and all relevant background information on the events/activities must be provided to the University Relations Directorate.
- d) Communications must state clearly the purpose from the originating Unit
- e) Communicators must explicitly state where information is confidential
- f) Communication must follow the GCTU brand guidelines and style guide
- g) Emails must be courteous and use informative subject lines; users must include an automated response where a staff member is unable to respond to emails for periods longer than 48 hours
- h) Communications should be directed to specific individuals unless there is need to copy others, to avoid email inundation.

6.3.1 Communication with GCTU University Council Committees

Correspondence to GCTU University Council or Management Committees must be directed through the Registrar. Similarly, communication from GCTU University Council or Management Committees must be channelled through the Office of the Vice -Chancellor.

7.0 GCTU Marketing Communicators Network

- 7.1 All Ghana Communication Technology University Units/Directorates, Faculties/Schools, Departments, Centres, Institutes and/or budgetary unit employees and/or students responsible for marketing, publications or media relations will be required to register with (a sub-domain name registered by the university) and participate in a network as organised and facilitated by the University Relations Directorate.
- 7.2 The University Relations Directorate emphasises a collaborative approach through the Ghana Communication Technology University Marketing Communicators Network, guided by Ghana Communication Technology University Marketing Communications Policy, the Ghana Communication Technology University Brand Manual, and periodic meetings and communication to promote a spirit of intellectual and creative collaboration to optimise excellence and creativity in design and messaging, and compliance with the Marketing and Communications policy.
- 7.3 The University Relations Directorate assists all Ghana Communication Technology University communicators, including Ghana Communication Technology University Administrators, Faculty, Staff and Students, ensuring that the Ghana Communication Technology University image is

accurately portrayed in news, promotional materials, activities and events.

8.0 External Advertising/Marketing/Creative Agencies

- 8.1 When necessary, the Ghana Communication Technology University may appoint external advertising agencies to provide professional advice and creative services for Ghana Communication Technology University branding campaigns and other key projects.
- 8.2 All agency briefs are managed through the University Relations Directorate. No other Ghana Communication Technology University Unit may engage in advertising agency consultations without the Director of the University Relations' prior approval.

9.0 Ghana Communication Technology University's Name and Logo

- 9.1 The Ghana Communication Technology University's name and logo are the official emblems and registered trademarks of Ghana Communication Technology University and may only be used for official Ghana Communication Technology University purposes.
- 9.2 In respect of the Ghana Communication Technology University name and logo, it is the University's policy that there should be acceptable uses of the Ghana Communication Technology University logo as defined in the Ghana Communication Technology University Brand Manual.
 - 9.2.1 In the case of Faculty/School, a Hostel or Departmental logos, the creation of a specific identity in terms of logo, colours, placement on official documents etc will adhere to directions in the University's Brand Manual.
- 9.3 The Ghana Communication Technology University logo is designed to promote the Ghana Communication Technology University's visual identity and brand. While the logo must be used by all Ghana Communication Technology University Units/Directorates, Faculties/Schools, Departments and Programs, on all internal and external printed and electronic materials representing the Ghana Communication Technology University (including letterhead, business cards, reports, magazines, newsletters, presentations, web pages, and temporary and permanent signage), the logo is not to be modified by changing the font, proportions, colour or other design alteration.
- 9.4 The use of the Ghana Communication Technology University logo is not

permitted in publications and displays that are not under the auspices of official sponsorship of the Ghana Communication Technology University.

- 9.5 Questions regarding the use of the Ghana Communication Technology University logo in publications or displays should be addressed to the Director, University Relations Directorate.
- 9.6 It is the Ghana Communication Technology University's view that the development and application of Ghana Communication Technology University brand standards are determined by the Public Relations Unit as approved by the Director, University Relations.

10.0 Licensing

- 10.1 Commercial use of the Ghana Communication Technology University name or logo is prohibited except in those instances expressly authorised by the Vice-Chancellor.
- 10.2 All branded University items to be sold must be ordered through a licensed vendor. Licensed vendors have access to official art files and they have a streamlined approval process to ensure that the product has been reviewed and approved by the GCTU's University Relations Directorate. They are also responsible for royalty collection.
- 10.3 Items to be sold are to be ordered through licensed vendors because of their familiarity with the Ghana Communication Technology University brand standards, access to official art files and the streamlined proofing process. However, unlicensed vendors may be used only with written approval from the University Relations Directorate. An approved proof is required *prior to production* by an unlicensed vendor.

11.0 Corporate Sponsorship Identification

- 11.1 All sponsorship programs offering corporate identification on Ghana Communication Technology University collateral materials, including print publications, online, video, clothing and other items, must adhere to the Ghana Communication Technology University's Brand Manual.
- 11.2 Ghana Communication Technology University branding must always be prominent and dominant, with sponsor identification having a secondary position.

- 11.3 The Head of the Public Relations Unit in the University Relations Directorate is the contact person for inquiries related to corporate sponsorship.

12.0 Ghana Communication Technology University Advertising Approval

- 12.1 All Ghana Communication Technology University advertising placed on behalf of the GCTU, and any entity therein, in any publication or electronic medium must be approved by the University Relations Directorate before being processed. The Director of the University Relations Directorate is the Ghana Communication Technology University's point of contact for all advertising vendors.
- 12.2 Paid Advertising

The University Relations Directorate shall administer the schedule of costs and fees for advertising. All advertising purchased by any Unit/Directorate, Faculty/School, Department, Program and/or budgetary unit within the Ghana Communication Technology University, excluding personnel classified advertising, must be approved by the Director of the University Relations Directorate who should be in the know of the defined schedule. This ensures:

- i. Quality control, appropriateness and consistency of Ghana Communication Technology University messaging and image.
- ii. The Ghana Communication Technology University receives the most competitive rates possible for all Ghana Communication Technology University advertising purchases.

13.0 GCTU Public Relations and News Media

- 13.1 The astute management of the public relations function at the Ghana Communication Technology University will ensure the image of the Ghana Communication Technology University, including its administrators, faculty, staff and students, is accurately portrayed in the public and news media. As a primary liaison between members of the University community and the media, the Public Relations Department in the University Relations Directorate will be responsible for the following:
- i. Provide the Ghana Communication Technology University community with the standards and direction associated with external news

- ii. Public information requests will include the provision of information to public and media outlets in a professionally prepared format to the news media, including writing University news releases, campus announcements and media advisories regarding significant events and activities that enhance the image of University, and are of interest to the GCTU community and general public as determined by the University Relations Directorate:
 - a. Provide daily updates on the Ghana Communication Technology University website.
 - b. Track media mentions of the Ghana Communication Technology University brand.
 - c. Advise and assist in media issues management, including news releases, media advisories, talking points, news conferences and media strategies.
 - d. As appropriate, arrange interviews with Administrators, Faculty, Staff and Students with representatives of the news media.
 - e. Assist media representatives in locating sources of information at the Ghana Communication Technology University.
 - f. Provide media coaching for administrators, faculty, staff and students in preparation for publicity, such as interviews; and
 - g. Maintain current media contact lists.

14.0 Responding to Media Inquiries And External News

The Director of University Relations shall act as the Spokesperson on University matters.

The Registrar may designate any official media spokesperson for the University on a case-by-case basis, as approved by the Vice-Chancellor.

- 14.1 The Director of University Relations will have oversight responsibility of some selected and trained staff who will be responsible for disseminating all news releases and other Ghana Communication Technology University information to media outlets and will otherwise make all media contacts for the Ghana Communication Technology University across all Faculties; and the relevant University Units and Directorates.
- 14.2 Any questions regarding media contacts or coverage should be directed to the Director of the University Relations Directorate.
- 14.3 Written communications with media must conform to Ghana Communication Technology University accepted journalistic standards (as provided by the University Relations Directorate).
- 14.4 The Director of University Relations will review publications and web content for appropriate news, newsworthiness and/or design standards.

15.0 Academic Freedom

- 15.1 The University respects academic freedom and Faculty members' protections afforded to Faculty. The University recognises that Staff may respond to media inquiries directly on matters related to their professional duties, the functioning of the university, and/or on matters of public concern subject to the need for courteous, professional and dignified interactions and the responsibility to refrain from interfering with the normal operations of the University and its ability to carry out its mission. The Faculty speaks in an individual capacity.
- 15.2 Staff members have a special status in the community, a responsibility and an obligation to indicate when expressing personal opinions that they are not institutional representatives unless specifically authorized as such. Staff members should as much as possible not pass out information on any news media that could impugn directly or indirectly the GCTU brand image.
- 15.3 The University Relations Directorate will develop a list of Faculty equipped to address media inquiries on matters related to their professional duties, the functioning of the university and/or matters of public concern.
- 15.4 Staff members who need assistance or advice in responding to an inquiry should immediately contact the Public Relations and Communications Department before responding.

16.0 University, Issues, Responses and Reactions

Staff must convey any information to the Director, University Relations as early as possible, so facts can be gathered and timely responses made.

17.0 Government Relations

Members of the University looking to engage policymakers must establish protocols, etc. through the Vice-Chancellor and external protocols. This includes invitations to - and communication about - university events, programs and tours to ensure the most effective communication possible with these critical constituents.

18.0 Major News Stories and Releases

18.1 News of major importance must be identified by Ghana Communication Technology University community members and planned in conjunction with the Director of University Relations as well as in advance (embargoes can be established or confidentiality ensured for sensitive topics or when external partners are involved) so that senior administrators can be included, informed and quoted as needed, and announcements planned for major impact.

18.2 Ghana Communication Technology University Units/Directorates, Faculties, Departments, Programs and budgetary units are asked not to send information or releases separately to the media without prior approval of the Director of University Relations, as duplication and confusion, and sometimes an outright error can result.

18.3 However, the University Relations Directorate will inform the Ghana Communication Technology University marketing communicators from specific Units, Faculties/Schools, Departments and Programs of opportunities, and will work with them to coordinate additional news dissemination.

18.4 The University Relations Directorate will issue a news release when a Ghana Communication Technology University Administrator, Faculty member, Staff member or Student has major research, funding or other newsworthy announcements that will enhance the Ghana Communication

Technology University's image. News releases are posted on the Ghana Communication Technology University website and sent via email to news media at the direction of the Director of University Relations.

- 18.5 The University Relations Directorate staff will assist in planning events, such as news conferences and/or announcements and will also assist in performing the following:
- i. Send out media announcements in advance of a news conference and/or announcement and prepare, as appropriate, hard copies of news releases and background materials for the event.
 - ii. Also, as appropriate, send out news releases via email following the news conference and/or announcement.
 - iii. Advice on the setup and planning for news conferences and/or announcements.
 - iv. The assistance of the University Relations Directorate must be sought in setting up an on-campus news event (conference and/or announcement); Ghana Communication Technology University community members must contact the University Relations Directorate a minimum of two weeks before the scheduled news event.

19.0 GCTU Design And Promotional Materials

- 20.1 To ensure quality, visual consistency and connection to the University all promotional materials should adhere to the GCTU Brand Manual which include:
- i. Ensuring the consistent application of strategies to promote and protect the Ghana Communication Technology University brand.
 - ii. Ensuring that the Ghana Communication Technology University properly communicates with a consistent voice;
 - iii. Ensuring all information follows Ghana Communication Technology University design and editorial standards;
 - iv. Providing centralised expertise and available resources to assist the Ghana Communication Technology University community.

20.0 GCTU Video/Photography Permission/Model Releases

- 21.1 The Ghana Communication Technology University will obtain the appropriate permission to use the image or likeness of individuals for promotional purposes. When reasonably possible, the Ghana Communication Technology University requires written permission for the Ghana Communication Technology University's photo/video release form of students and/or other adults who are primarily featured in a Ghana Communication Technology University video production or photograph.
- 21.2 At a minimum, whenever reasonably possible, Ghana Communication Technology University videographers and/or photographers shall identify themselves verbally or by wearing a Ghana Communication Technology University press badge, informing potential featured students and/or other adults of the intent of the video and/or photo and its end-use.
- 21.3 When the subjects primarily featured are minors, written permission must be obtained from a parent or guardian.
- i. The sole remedy available to a featured Ghana Communication Technology University student or other adults who do not provide permission to the Ghana Communication Technology University is the removal of such video/photography from all future Ghana Communication Technology University marketing materials.
- 21.4 When video or photos are supplied by an organization on or off the Ghana Communication Technology University campus, permission to use the images is implied.
- 21.5 The University Relations Directorate will work with the organisation or request that the organisation's representative supplying the video or photos confirm that permission has been granted by the creator and the subject(s) and that appropriate video and photo credits are published.
- 21.6 The mood, tone and visual quality required for all GCTU photography are captured in the GCTU Brand Manual.

21.0 Ghana Communication Technology University Brand Standards

- 22.1 The Ghana Communication Technology University logo must be prominently displayed on all material that represents the Ghana Communication Technology University. Please refer to the Ghana Communication Technology University

Brand Manual.

- 22.2 Ghana Communication Technology University marketing communicators are encouraged to use available University Relations Directorates' design templates, all of which work together to establish the Ghana Communication Technology University's comprehensive visual identity.

22.0 GCTU World Wide Web Standards

- 23.1 The Ghana Communication Technology University recognises that marketing communications activities are carried out in both brick-and-mortar and online formats. Online communications on GCTU website will strictly adhere to the University guidelines. The GCTU World Wide Web standards describe specific visual and information elements and their usage that are required for all official Ghana Communication Technology University web pages, as well as Internet communications and applications required for all official Ghana Communication Technology University web pages.
- 23.2 The Ghana Communication Technology University Web Standards are intended to promote a strong and consistent Ghana Communication Technology University brand, in conjunction with a clear and accessible interface for those accessing information about the Ghana Communication Technology University via the web.
- 23.3 Each Ghana Communication Technology University website document is part of the Ghana Communication Technology University's public presentation and should be written and edited with the same care and diligence that one would apply to a Ghana Communication Technology University print publication. All University websites shall comply with the Standards as follows:
- i. Domain Names
All websites must have domain names within the gctu.edu.gh domain, e.g. gctu.edu/admissions. External domain names shall not host a Ghana Communication Technology University site or redirect to a 'gctu. edu-based URL' unless there is a valid marketing reason for doing so. In those rare cases, the use of an external domain name must be approved by the University Relations Directorate. All domain names are subject to Ghana Communication Technology University Directorate of Information and Communication Technology (GCTU DICT) approval. URL naming guidelines are available at GCTU DICT. Procedures for approval and registration of the GCTU DICT domain name and website account are available at GCTU DICT.
 - ii. Design

University websites must use the University's Brand Manual prescribed web templates. The Ghana Communication Technology University web templates provide consistent branding and navigation while supporting a broad range of content and layout options.

iii. Contact Information

Ghana Communication Technology University websites must provide up-to-date contact information (name, address, email, telephone number) as a way for users to contact a Ghana Communication Technology University Department/Organisation.

iv. University websites must be continuously managed to ensure the content is relevant, accurate and up-to-date.

v. Confidential Information shall not be published on the University's websites.

vi. Advertising/Sponsorship

Only departments/organisations with an existing and approved advertising/sponsorship may extend it to their websites. For the approval of prospective advertising/sponsorship programmes, contact the University Relations Directorate. Websites on gctu.edu are restricted to displaying sponsor names, not logos.

vii. Correct Use of University Name

The official forms of the University's name are The Ghana Communication Technology University and GCTU. No other abbreviation or arrangement should be used. Also, when referring to the Ghana Communication Technology University simply as "the University," the word "university" should not be lowercased.

viii. Correct Spelling and Grammar

As with any publication, please check for spelling errors, typos and grammatical mistakes. Please notify the appropriate area/unit web administrator if errors are discovered. If you do not know the identity of the area/unit web administrator, please contact the University Relations Directorate, which will assist by identifying the area/unit web administrator.

ix. Correct Use of Images

Images must not incorporate difficult-to-read or illegible text. Images must not appear pixilated or stretched. Image files should be in JPG, PNG or GIF format and less than 1MB in file size. Using Save for Web in Photoshop with a quality setting of High (60%) is recommended.

- x. **Staff Pages and Bios**
A Staff member may be represented with a single webpage within the Directorate, Department or Unit with which the member is affiliated. The Directorate, Department or Unit's responsibility is to keep the pages up to date..

- xi. **Font Style for the University**
The font style for the Ghana Communication Technology University should be 'Helvetica Neue' because of its easy to read nature, boldness and strong font style for branding.

23.0 GCTU Social Media Standards and Email

- 23.1 Having standards for social media marketing communications activity is to ensure the quality and appropriate use of approved/official Ghana Communication Technology University social media channels for promotion and information at the Ghana Communication Technology University.

- 23.2 At the University, we recognise that social media sites like Facebook, Twitter(now x), YouTube, Flickr, LinkedIn and other social media platforms have become important and influential community communication channels.

- 23.3 The purpose of using social media channels on behalf of the Ghana Communication Technology University is to support the Ghana Communication Technology University's mission, goals, programs and sanctioned efforts, including university news, information, marketing and branding strategies, content and directives. Therefore, when using approved/official Ghana Communication Technology University social media channels identified with the Ghana Communication Technology University (e.g. Facebook, Flickr, Twitter and YouTube), Ghana Communication Technology University community members must recognise that they are representing the Ghana Communication Technology University to the world at all times.

- 23.4 To assist in posting content and managing University platforms the following policies and guidelines will apply:
 - 23.4.1 GCTU Staff who wish to set up approved/official University social

media accounts should seek approval from the relevant bodies of the University. A Staff member can go ahead and establish according to the guidelines in the Brand Manual.

23.4.2 Once permission has been received from the relevant body Head, please contact the PR and Communications Department to discuss issues such as confidentiality and web accessibility.

23.5 University web Standards policy and procedure (above) regarding contact information, accuracy, confidential information, advertising/sponsorship, copyright, usage of the Ghana Communication Technology University name, and spelling/grammar, apply equally to official Ghana Communication Technology University social media channels. Please contact the University Relations Directorate for assistance.

i. For Ghana Communication Technology University logo usage and branding standards, please see the Ghana Communication Technology University Brand Manual. Please contact the University Relations Directorate for assistance.

23.6 Video

All internal and external videos must be approved by the relevant University bodies before posting on approved/official University social media channels or pages. Designs and videos will be superintended by the social media hub

23.7 Emails

Emails are an easy way of disseminating information. However, particular care must be taken when using email as a means of communication because all expressions of fact, intention and opinion in an email may bind the GCTU and can be produced in court in the same way as other types of written statements. For this reason, all messages sent on email systems or via the Internet should be professional, and, where potentially complex or sensitive, be reviewed by appropriate persons in advance of dissemination.

- i. The GCTU email signature template must be used for all external emails
- ii. Incoming messages must not be modified without identifying those modifications that have been made, except where specifically authorised by the originator
- iii. It is forbidden to access any other person's in-box or other email folders or to send any email purporting to come from another person
- iv. Management reserves the right to access the official email account of any employee, when the situation demands it.

24.0 Policy Oversight

This policy will be implemented by the University Relations Directorate with oversight from the Office of the Registrar