



Swiss International
Institute Lausanne

EXTERNAL COMMUNICATIONS, MEDIA RELATIONS AND SOCIAL MEDIA POLICY

Swiss International Institute Lausanne - SIIL

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Table of contents

I	INTRODUCTION	3
II	PURPOSE AND OBJECTIVES	3
III	DEFINITIONS AND TERMINOLOGY	3
IV	POLICY	3
1.	Requests for Official SIIL Position or Response	4
2.	Requests to Faculty and Staff Regarding Subject Matter Expertise	4
3.	Photography/Brand Marketing for External Use	5
4.	Media Credentialing for Reporters for Interviews and Events	5
V	SOCIAL MEDIA	5
1.	Guidelines	6
a).	Rights and responsibilities	6
2.	Institutional Social Media	7
a).	Notify SIIL	7
b).	Acknowledge who is the person	7
c).	Have a plan	7
d).	Link back to SIIL	7
e).	Protect SIIL's institutional voice	7
f).	Submit multimedia posts for review	7
g).	Protect confidential and proprietary information	7
h).	Respect copyright and fair use	7
i).	Do not use SIIL logos for endorsements	8
j).	Respect SIIL time and property	8
VI	FURTHER INFORMATION	8

I INTRODUCTION

The Marketing and Communication Office ensures that written and digital print materials developed for the SIIIL community and other external audiences are high quality, consistent, and accurate. This includes print, broadcast, online, and social media, which act as a conduit to reach these audiences.

Nothing contained within this policy is intended, nor shall be construed, as an attempt by SIIIL to stifle, reduce or otherwise interfere with the rights or protections granted by the national legislations of different countries or to negatively affect academic freedom which our faculty members enjoy, as defined by different SIIIL Policies and regulations.

II PURPOSE AND OBJECTIVES

The purpose of this policy is to provide a framework for ensuring that a strong, positive brand image – which is consistent with SIIIL’s mission, vision, policies, and values – is proactively communicated to all external audiences.

III DEFINITIONS AND TERMINOLOGY

News Media: for the purpose of this policy, news media shall refer to representatives of newspapers, magazines, newsletters, online publications, television and radio.

Brand is our promise of what SIIIL delivers. It reflects the Institute’s mission, vision, and values, and is the foundation upon which all business is conducted. Brands have three primary functions: (1) to help consumers choose from an array of options; (2) to communicate the intrinsic quality of a product or service and reassure customers that they have made the right decision; and (3) to use distinctive imagery, language, and associations to encourage customers to identify with the brand.

Social Media is a category of interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks.

Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video, and interactive content.

IV POLICY

Employees, faculty, divisions, units, or departments that wish to reach out to news media (reporters, columnists, editors) in the attempt to garner press coverage about a student or SIIIL programme (official event, achievement etc.) must first contact and get approval from the Marketing & Communication Office. Also, it is the sole responsibility of the Marketing & Communication Office to respond to and manage news media requests about students and any official SIIIL programming. Employees and faculty are

required to refer any news media inquiries regarding students or official SIIIL programming to the Marketing & Communication Office. This policy does not apply to media coverage of faculty research, expert opinion, or other individual professional activities or accomplishments. Employee [sic] and faculty should advise the Marketing & Communication Office of invited guest [sic] to the SIIIL if such guest is of public or political notoriety, whereby one reasonably should assume the Institute would have an interest in communicating with news or media agencies. Failure to comply with this policy may subject the individual involved to disciplinary action, up to and including termination of employment.

The Marketing & Communication Office has relationships with numerous news media contacts and will work with faculty and staff to coordinate publicity or visibility for programmes, SIIIL programming or events, students, or newsworthy issues. All news releases, press briefings, and statements to the news media that mention SIIIL, or its employees, agents, or representatives shall be routed through, and disseminated by, the Marketing & Communication Office.

Instances in which the news media requests coverage, statements, or releases pertaining to an event, all such releases and statements to the news media must be routed through, approved, and disseminated by the Marketing & Communication Office.

1. Requests for Official SIIIL Position or Response

All inquiries seeking an official response or a statement on behalf of SIIIL should be directed to the Marketing & Communication Office Director.

Authorization to speak on behalf of SIIIL may only be given by the SIIIL Rector or the Marketing & Communication Office Director. No faculty or staff member may make official statements on behalf of the SIIIL without consultation with, and express authorization from, the Rector and the Marketing & Communication Office Director.

Any employee who has not been authorized to speak to the media in the context of his or her role as an employee must direct inquiries from the media to the Marketing & Communication Office. No employee is authorized to speak “off the record” on behalf of SIIIL to media on any matter about the Institute.

2. Requests to Faculty and Staff Regarding Subject Matter Expertise

SIIIL is proud of its faculty and staff, and their expertise in a vast array of subjects and disciplines. Many senior administrators and staff also have expertise. If a SIIIL faculty or staff member is contacted by a member of the media, it is recommended that he/she shall inform the Marketing & Communication Office and notify the Marketing & Communication Office Director.

All media on SIIIL property must have a Marketing & Communication Office escort and SIIIL media credentials.

3. Photography/Brand Marketing for External Use

SIIIL reserves the right to photograph members of the SIIIL community including, but not limited to, its students, faculty, and staff, in situations appropriate to the image of an academic institution, and to publish likenesses in SIIIL publications, video, websites, the news media, social media, or other recruitment or promotional materials.

All external communications are guided by SIIIL's mission, vision, values, and brand. Faculty and staff will seek the review and approval of the Marketing & Communication Office for SIIIL materials distributed to the public for marketing and informational purposes, including newsletters, blogs, and advertisements.

Faculty and staff will also seek the review and approval of the Marketing & Communication Office for all informational and marketing content posted on siil.ch. The Marketing & Communication Office maintains the quality and consistency of all written and visual materials used to communicate SIIIL news and the SIIIL's value proposition to target audiences.

4. Media Credentialing for Reporters for Interviews and Events

The Marketing & Communication Office has sole authority to issue media credentials and media escorts to reporters. The Marketing & Communication Office will then issue all necessary media credentials and send a representative to assist with media check-in/support at the event.

It is the responsibility of each dean, department head, or director to implement procedures to comply with this policy.

V SOCIAL MEDIA

Social media is a powerful communications tool that has a significant impact on organizational and professional reputation. Because it blurs the lines between personal voice and institutional voice, SIIIL has created the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

Both in professional and institutional roles, employees should follow the same behavioral standards online as they would in real life. This includes obeying all laws and complying with professional expectations and guidelines for interacting with students, parents, alumni, donors, media, and other Institute constituents when online as in the real world. Employees are liable for anything they post to social media sites.

In reality, there is no such thing as an "anonymous" post. Any posts or comments submitted for others to read should be posted with full identification of the writer. Where the connection to SIIIL is apparent, it should be clear that the person is speaking only for his/herself and not on behalf of SIIIL. A disclaimer, such as, "The views

expressed on this [blog; website] are my own and do not reflect the views of my employer or SIIIL" is recommended.

This policy contains additional guidelines and examples of best practices and is intended to help to understand, from a wide range of perspectives, the implications of participating in social media

1. Guidelines

These guidelines address the use of Facebook, Twitter, Instagram, LinkedIn, blogs, and other social media networking sites and tools by SIIIL personnel and students. The SIIIL will maintain and publish descriptions of social media platforms in use by the SIIIL and monitor the use of these platforms. The SIIIL may also periodically publish information about best practices for use of social media.

a). Rights and responsibilities

Persons authorized by SIIIL to post entries on behalf of SIIIL shall have no expectation of privacy over such use.

Persons authorized by SIIIL to post entries on behalf of SIIIL shall adhere to all SIIIL policies, procedures, and standards of conducts.

Persons authorized by the Institute to post entries on behalf of SIIIL using social media shall adhere to acceptable standards of personal conduct outlined in student and faculty/staff guidelines.

For postings not specifically authorized by SIIIL, SIIIL takes no responsibility for such content published on social media sites.

Without express authorization, social media shall not be used in any way as to suggest or infer an official communication on behalf of SIIIL.

Authorized persons must monitor posting activity and keep information published on social media sites accurate and up to date.

Authorized Social Media Activities:

1. Any social media presence purporting to be an authorized SIIIL activity must receive that authorization under the terms outlined in this policy.
2. Any sanctioned SIIIL social media presence or activity should be restricted to the following uses:
 - Student recruitment and retention.
 - Unofficial and informal communication with the alumni body and friends of SIIIL for friend-raising and fundraising support.
 - Publicizing and marketing SIIIL activities and SIIIL brand enhancement.
 - Informal communication to the media and other stakeholders.
 - Purposes authorized by senior administration at SIIIL.

2. Institutional Social Media

Only employees who are specifically authorized by the Rectorate or Academic Office or the Marketing & Communication Office may post on behalf of SIIIL or an official SIIIL unit. The following policies **must** be adhered to, in addition to all policies and best practices listed above:

a). **Notify SIIIL**

Departments or units that have a social media page or would like to start one should contact the Marketing & Communication Office to ensure all institutional social media sites coordinate with other SIIIL sites and the content of those sites. All institutional pages must have a full-time appointed *employee* who is identified as being responsible for the content.

b). **Acknowledge who is the person**

If a person is representing SIIIL when posting on a social media platform, he/she must state his/her authority to do so, along with the job title.

c). **Have a plan**

Divisions/Departments should consider their messages, audiences, and goals, and regularly update information on social media sites.

d). **Link back to SIIIL**

Whenever possible, it is necessary to link back to SIIIL website. Generally, posts should be brief, redirecting a visitor to content that resides on one of the official SIIIL digital channels such as siil.ch, Telegramm, VK, YouTube, Instagram or Facebook.

e). **Protect SIIIL's institutional voice**

Social media posts should be professional in tone and in good taste. No individual SIIIL department should present its social media site as representing SIIIL as a whole. Posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

f). **Submit multimedia posts for review**

Videos, microsites, and other online multimedia follow the same policies and guidelines for approval as other communications products. All multimedia content should be submitted to the Marketing & Communication Office for approval before posting.

g). **Protect confidential and proprietary information**

Do not post confidential or proprietary information about Marketing & Communication Office, students, employees, or alumni. Employees must adhere to all applicable SIIIL privacy and confidentiality policies.

h). **Respect copyright and fair use**

When posting, respect the copyright trademark and intellectual property rights of others and of SIIL, including but not limited to, SIIL's name, logo, emblem, seal, photographs, and images.

i). Do not use SIIL logos for endorsements

Do not use the SIIL name, logo, or any other SIIL images or iconography on personal social media sites. Do not use SIIL's name to promote a product, cause, or political party or candidate.

j). Respect SIIL time and property

SIIL computers and time on the job are reserved for SIIL-related business.

VI FURTHER INFORMATION

Specific queries on this policy or requests should be directed to the Marketing & Communication Office (email: a.skocek@siil.ch), who will progress as appropriate.

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