



No. DG-04

Title:	Communications Policy
CLASSIFICATION:	Director General
FIRST ADOPTED:	May 3, 2023

Article 1 Purpose and Principles

The Communications Policy provides a framework to control the quality and uniformity of the College's image and reputation in both internal and external communications, ensuring they meet the goals of Dawson's strategic priorities. Dawson College's communications and visual presence must be consistent in all audio, video, print and digital forms. The name, brand identity and related logos represent the College and as such, it is important to protect its reputation and integrity.

Companion documents *Brand Guidelines* and *Digital Guidelines* have been developed to instruct users on the correct usage of Dawson's logos and insignia to represent an accurate interpretation of the College's mission across all channels of communication.

Article 2 Scope

Administrative units, services, academic departments, programs and students are subject to the application of this policy, as are individuals employed by the College communicating with any organization on behalf of the College, including government agencies, ministries, media, partner organizations or posting to digital platforms. This applies to any group or person wishing to use the Dawson name, logo or insignia.

Article 3 Roles and Responsibilities

The Communications Office is responsible for the application of this policy.

Reporting to the Director General, the Communications Coordinator is responsible for:

- developing brand assets, such as logos and insignia
- protecting and promoting the brand, image and reputation of the College
- ensuring the quality of content across all official College channels by communicating information that is strategic, clear, accurate, timely and appropriate for the various audiences it serves

- developing and communicating key messages to employees and students, including the clear and accurate information about legally prescribed changes to the college education system
- managing media relations
- overseeing College social media
- collaborating on major student recruitment activities
- managing fundraising events and outreach to external partners and stakeholders
- promoting the College's academic programs and offerings
- providing advice to internal stakeholders in crafting key messages for external communication to preserve the integrity of the College and its reputation.

Article 4 Printed Representations

Publicly available printed materials and digital documents in any form intended for a large audience and featuring the College's name, logo or insignia must conform to the *Brand Guidelines*. To promote a professional appearance consistent with the College's reputation and positioning as an academic institution, the Communications Coordinator will have final approval of all printed materials that will have exposure to a large external audience. Examples include, but are not limited to: brochures, advertisements, books, reports, clothing and merchandise. This approval requirement does not apply to internal documentation intended for staff and students.

The Communications Coordinator reserves the right to request that outdated College representations be discarded or liquidated.

Use of Dawson's name, logo or insignia on printed materials is limited to official representation by the College to external bodies or partner organizations.

Article 5 Digital Presence

Dawson College uses its website, digital communication channels and platforms to communicate with external and internal audiences. These platforms are primarily used as vehicles to promote the College's activities, such as general events, guest lectures open to the public, recruitment and sporting events, art exhibitions and theatre productions, student and faculty achievements, teaching and research, policies, services offered, and community and alumni outreach.

Public-facing information carried across digital channels must be accurate and timely in order to uphold the integrity and reputation of the College.

Web Content

Publicly visible web content generated by Dawson College on its website whose domain name is dawsoncollege.qc.ca includes, but is not limited to text, layout, hyperlinks, video, images, audio and graphics.

Academic, service and administrative units that identify as Dawson College, but whose sites may be hosted, with approval, outside the Dawson College domain, are still subject to this policy. Refer to the Dawson College *Digital Guidelines* for more details.

Publicly available digital materials containing the College's name, logo or insignia must follow the guidelines set out in the *Branding Guidelines* and the *Digital Guidelines*.

Social Media

Dawson College's overall social media presence is the responsibility of the Communications Coordinator, although the management of the social media presence of programs and departments remains with those areas.

Dawson College's *Branding Guidelines* and *Digital Guidelines* must be consulted before creating and managing a social media account on behalf of a program or department.

Any Dawson College employee who publicly identifies as a Dawson College employee on their personal social media account must abide by [Dawson's Policy to Stem Violence, Discrimination, Harassment and Abuse of Power](#) and [Dawson's Policy on Sexual Violence](#), as well as refrain from using any of the prohibited content outlined under Article 9 of this policy.

Mobile Applications

Mobile applications developed or approved by Information Systems and Technology and that contain the name, logo or insignia of Dawson College must be authorized by the Communications Coordinator in their visual presentation.

Dawson College's *Branding Guidelines* and *Digital Guidelines* must be consulted in the development of the application to ensure a look and feel consistent with other College platforms.

Article 6 Media Relations

The Communications Office is responsible for managing media relations in the preparation of communications regarding all official College positions and in training spokespersons, as necessary.

The only individuals authorized to communicate with the media in order to state positions on behalf of the College are the Communications Coordinator, the Director General, the Academic Dean or designates.

Any media requests received by Dawson College employees seeking the College's position should be promptly forwarded to the Communications Office to determine how to best respond strategically to the media query.

There are specific instances where a staff member might provide an interview to media that would fall outside of the scope of this Article, such as:

- Faculty experts on specific subjects may be consulted directly by media to share their expertise. In this instance faculty are asked to alert the Communications Office that an interview or Op-Ed for print, broadcast or digital presentation is about to take place. If representing as Faculty at Dawson, the interviewee should not write or say things that fall under Article 9 of this policy.

- Representatives from external bodies related to the College such as student or employee unions speaking to the media with regard to their positioning.
- Media interviews given by staff on topics unrelated to their job duties at Dawson College.

In all of the above instances, interviewees are asked to make clear they are not speaking on behalf of the College.

Article 7 Mass Emails (Internal)

Mass communication emails with all employees or all students can only be carried out by the Communications Office and/or by managers.

Article 8 Brand Integration

Dawson College welcomes partnerships between programs and departments with external organizations and may include the use of Dawson's name, logo or insignia on printed documents or digital content. However, visual representation of the Dawson logo and insignia on materials prepared by external entities to the College where no previous relationship existed must be approved in the first instance by the Communications Coordinator.

The Dawson College logo must remain central and prominent on any printed or digital materials produced by in-house Dawson College resources. The Communications Coordinator, Director General and Academic Dean will have final approval of any printed or digital materials produced using in-house staff or financial resources that do not have, by exception, Dawson's name, logo or insignia.

Any club, group, organization or association wishing to use the Dawson College name, logo or insignia must contact the Communications Coordinator for permission. The decision to grant permission will be based on several factors, including whether the activities are for not-for-profit purposes, membership of the group, goals and objectives of the group, or history of the group.

The use of Dawson College's name, logo or insignia will be granted, under normal circumstances, without a fixed term, but can be reviewed and revoked at any time upon the recommendation of the Communications Coordinator, Director General or designate.

The granting of permissions to use Dawson College's name, logo or insignia to a group will in no way imply endorsement by the College of the actions or activities of the group.

Article 9 Prohibited Content

Content on all printed and digital platforms containing Dawson's name, logo or insignia or hosted on Dawson's servers falls under the jurisdiction of Dawson College. Any information found on materials containing the Dawson name, logo or insignia as outlined in Articles 4 and 5 must comply with existing College policies, and with domestic and international law.

Content that, in words or images, falls under the criteria below is prohibited:

- Displays of pornographic, offensive or obscene material
- Displays of violence, or the use of weapons, alcohol or illegal drugs
- Content that directly or indirectly infers the College is engaged in purely commercial activities outside the scope of its mission or in illegal or unethical activity
- Content with abusive or threatening language or imagery that targets individuals or groups
- Personalized attacks
- Content that ridicules or promotes stereotypes, discrimination, intolerance or hostility towards any person or group
- Publication of information, the purpose of which is to cause harm or that would reasonably be known to cause harm

The pursuit and publication of controversial research material and the study and teaching of material with controversial content in the context of conscientious, professional instruction at the College are protected within academic freedom.

However, it carries with it the duty to use that freedom in a manner consistent with ethical guidelines and human rights law, and the scholarly obligation to base research and teaching on an honest pursuit of knowledge.

Dawson College's printed or digital content must conform to copyright laws as expressed in the *Copyright Act of Canada*. Except as permitted by exceptions described in this legislation, written permission is required from the owner of copyrighted content before copyrighted information can be included on any printed or digital content containing Dawson's name, logo or insignia.

Photography or videography of individuals with the possibility of facial recognition on Dawson College's printed or digital content cannot be included without written or verbal consent from the individuals portrayed.

Article 10 Legal Framework

This Policy is applied in accordance to applicable laws, bylaws, regulations, and policies, including without limitation:

- Policy on Sexual Violence BOG-DG-04
- Code of Conduct BOG-DG-07
- IT User Policy MGMT-IST-00
- Framework Policy on Information Security BOG-DG-01
- Policy for Management Personnel BOG-HR-02
- Integrity in Research and Scholarship Policy BOG-AcadAdm-01
- *Regulation respecting certain conditions of employment of senior staff of general and vocational colleges* (CQLR, c. C-29, s 18.1)
- Professionals Collective Agreement RLRQ, c. R-8.2
- Support Personnel Collective Agreement RLRQ, c. R-8.2
- Professors Collective Agreement RLRQ, c. R-8.2
- *Act respecting Access to documents held by public bodies and the Protection of personal information* (CQLR, A-2.1).

- *Charter of human rights and freedoms* (CQLR, c. C-12)
- *Act respecting labour standards* (CQLR, c. N-1.1)
- *Act to secure handicapped persons in the exercise of their rights with a view to achieving social, school and workplace integration* (CQLR c. E-20-1)

Article 11 Final provisions

The Director General is responsible for approving this policy.

This policy will be reviewed every three years.