

# KAIKORAI VALLEY COLLEGE



## ADVERTISING AND MEDIA PROCEDURE

### OBJECTIVES

1. To maintain an awareness of the implications of trade legislation and to eliminate or minimise any possibility of breaching the legislation.
2. To maintain external communications to ensure that potential new students are correctly informed as to the educational services of the school.
3. To minimise the costs of cancelling or amending promotional material or corrective advertising.
4. To avoid damaging the school's reputation through adverse publicity.

### GUIDELINES

The Board Chair and Principal have authority to speak to the media

Staff, other than the Principal, must make no comment when approached by the media. Staff to refer the media to the Principal and advise the Principal that an approach has been made.

Individual board members may not speak with the media. All communication is to be conducted through the Chair or the Principal.

All promotional material, once prepared, must be checked by the Principal to ensure that any representations, statements or claims are correct before publishing.

The exception to Guideline 3, above, is that the Deputy Principal, Assistant Principals and delegated office staff do have editing rights to any social media page belonging to the school.

Any complaints with respect to this procedure are directed to the Principal who takes corrective action on any breach of this procedure and where they deem necessary provides a report to the Board of Trustees on his actions in that respect.

Delegated office staff member is responsible for monitoring, moderating and responding to posts on social media.

A social media advisory team consisting of the Deputy Principal, Assistant Principals and delegated office staff member will review any high risk posts.

Date of Confirmation by the Board of Trustees	12.09.2001.
Reviewed	19.08.2004.
Reviewed	08.06.2011
Reviewed	28 May 2014
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Reviewed	17 Sept 2019
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*Next review*

17 Sept 2025