

Communications & Media

Policies and procedures relating to the communications strategies of the USC.

Gazette Policy

Policies and procedures relating to the operation of the Gazette. Example: Gazette Editorial Policy.

Advertising Materials Policy

This policy defines what constitutes Advertising Materials and what is and is not acceptable content in order to maintain a University environment that is safe, inclusive, and free from discrimination and harassment. This policy should be read in context with the Advertising Oversight Procedures and the Advertising Oversight Committee: Terms of Reference.

Advertising Oversight Committee Terms of Reference

A description of the duties and responsibilities of the Advertising Oversight Committee, the body tasked with enforcing the Advertising Materials Policy. Specifies the membership of the Committee and certain Committee procedures. This policy should be read in context with the Advertising Oversight Procedures and the Advertising Materials Policy.

Advertising Oversight Procedure

This procedure outlines the approval process for Advertising Materials and specifies individuals with the authority to approve advertising materials. Contains the procedures for appealing a decision to approve/reject materials. This policy should be read in context with the Advertising Materials Policy and the Advertising Oversight Committee: Terms of Reference.

Advertising Priorities Policy

A policy that prioritizes the use of the USC's advertising resources to ensure that events, programs, and initiatives are communicated effectively. This policy classifies which groups shall get priority to use the USC's resources as well as specifies the USC resources in question.

Corporate Logo and Letterhead Policy

This policy regulates the use of the USC logo and letterhead and specifies which individuals may use the logo and letterhead and under which circumstances. Specifies when and how USC operations are to use the USC logo.

Social Media Usage Policy

A policy governing the use of social media by USC operations, services, portfolios, and departments. Establishes criteria for creation of USC-affiliated social media accounts and specifies the members of the organization responsible for these accounts.

USC Social Media Guide

Best practices in social media when representing the USC.

USC Visual Identity Guideline

A guideline to creating a cohesive brand and vision for the USC through regulation of the USC's visual identity. Contains regulations for the display of the USC logo and how to present the USC's brand on stationary, Power Point presentations, and business cards.

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Gazette Policy

Policies and procedures relating to the operation of the Gazette.

Gazette Code of Ethics

A set of moral standards for the operation of the Gazette and editorial decision-making. Adapted from the *Canadian Association of Journalists Statement of Principles*.

Gazette Complaints Procedure

A policy containing procedures for complaints concerning editorial content or staff behavior. Contains procedures for each level of appeal for a complainant.

Gazette Directive

Under this policy Council commissions the publication of the Gazette and establishes the paper's editorial autonomy. This policy also authorizes the Gazette Editor-in-Chief to enact policies and procedures for the running of the paper.

Gazette Editorial Policy

This policy outlines the principles by which the Gazette's editorial content is judged and contains procedures pertaining to the roles of Gazette editors and staff and the content being published.