

Branded Media Policy

Purpose

This policy provides an overarching framework to ensure that all branded media and channels, including for the purposes of online learning and teaching, marketing, recruitment, communications and publicity, are produced, delivered and managed in a way which is consistent with the University's policies, UNSW 2025 Strategy and the UNSW Brand.

Scope

This policy applies across the University to content:

- a) developed for the dissemination, advancement, development and application of knowledge in the delivery of:
 - courses leading to a degree or other award of the University
 - non-award courses
 - executive education programs
 - UNSW branded learning material.
- b) developed for public discourse where staff identify as a member of the University. This policy is not intended to govern the activities of staff in their private capacity.
- c) used for the promotion of the University, its activities and its staff, students and alumni.
- d) which is developed either:
 - by staff (It does not apply to content developed by students unless they have been appointed as contractors or ambassadors to work on behalf of the University); or
 - on behalf of the University whether internally or by external parties.

This policy is not intended to apply to other forms of electronic information such as files or emails which are dealt with in accordance with relevant policies and procedures such as the [Recordkeeping Policy](#).

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Introduction

There is significant use of branded media by UNSW, both online and offline. This includes its use as a means to disseminate content and to facilitate communication in the delivery of programs and learning material; by academic staff to engage in public discourse in their fields of expertise; and by UNSW to promote the University, its activities and the activities of its staff and students. Examples include guides and other marketing or course material, digital ads, presentations, videos, online teaching via learning management systems, mobile apps, and social media platforms to communicate with prospective and current students and the general public.

UNSW encourages the use of branded media and at the same time must ensure that its content and use enhances the reputation of the University and is managed within a clear and accountable framework which is consistent with UNSW policy and procedures. This policy, with associated procedures and guidelines, sets out

how the University manages the production, use and management of branded media and the platforms or channels via which it is disseminated.

The intention of this policy is not to inhibit appropriate innovation or creativity, and where a proposed innovation appears to be in conflict with this policy, an exception may be authorised by the Vice President, External Engagement or their delegate.

Principles and objectives

1. Content production and dissemination

- 1.1. Content which is associated in any way with the University must be developed in a manner that is consistent with the University's policies, UNSW Brand and UNSW 2025 Strategy.
- 1.2. Content must adhere to UNSW policies, standards, procedures and guidelines which define quality standards including those relating to pedagogy, branding, accessibility, production value and presentation.
- 1.3. Developers of content are responsible for identifying which UNSW policies, standards, procedures, guidelines or style guides content is governed by:
 - ensuring that content is managed lawfully including obtaining appropriate consents and licenses for use of third-party material and making appropriate acknowledgment of the contributions of others
 - ensuring approved processes are followed through the full lifecycle from creation, approvals, dissemination, maintenance/community management, preservation and archiving, and removal.
- 1.4. Without limiting rights afforded under the UNSW [Code of Conduct and Values](#) and the [Model Code for the Protection of Freedom of Speech and Academic Freedom in Australian Higher Education Providers](#), the creation and dissemination of content must not:
 - harm or diminish the University's reputation as a leading educational and research institution
 - conflict with the interests of UNSW.
- 1.5. Where University resources are used in the development and dissemination of content, they must be used accountably and responsibly.

2. Legal & policy framework

- 2.1. Intellectual property rights relating to the creation and production of content will be dealt with in accordance with the *Intellectual Property Policy* and its related procedures and guidelines.
- 2.2. Dissemination of research content will be managed as described in the [Code of Conduct and Values](#) and the [Australian Code for the Responsible Conduct of Research](#).
- 2.3. Income derived by Staff from content must be dealt with in accordance with relevant policies and procedures such as the [Code of Conduct and Values](#), [Paid Outside Work by Academic Staff Policy](#), [Intellectual Property \(IP\) Policy](#) and the [Conflict of Interest Disclosure and Management Policy](#).
- 2.4. Content made available by UNSW websites will be managed in accordance with the Digital Style Guide and Writing Style Guide.
- 2.5. Use of the University's name, logo, brands, and sub-brands must conform to the UNSW Brand Architecture, Master Style Guide, Visual Style Guide, Writing Style Guide, Digital Style Guide, Social Media Style Guide, Sub-brand Style Guide, and UNSW Social Media Communication Guidelines.
- 2.6. Storage of and access to content will be managed in accordance with UNSW *IT Security Policy*.

Support & advice

UNSW Brand team: Use of the UNSW brand on any media, general brand advice, brand approvals, brand exemptions.

News & Content team: Application and questions related to the UNSW Writing Style Guide

Social Media team: Approval of new social media channels and branded social media content

Visual Content team: Photography and video content

Web optimisation team: Web development

Estate Management: Branded signage

Faculty External Engagement Teams: Triaging requests.

Version: 2.1

Effective: 6 August 2024

Responsible: Vice-President Societal Impact, Equity & Engagement

Lead: Executive Director

Archived Document

Appendix:

Roles and responsibilities

Branded media is developed by staff in most Divisions and Faculties. Each University Leadership Team member is responsible for ensuring that branded media in their portfolio or area of accountability is developed in accordance with this policy.

The Vice-President Societal Impact, Equity & Engagement is responsible for advancing the University's brand and reputation and leading the development and implementation of procedures and guides that support this *Branded Media Policy*.

Legislative compliance

This Policy supports the University's compliance with the following legislation:

- Education Services for Overseas Students Act 2000 (Cth)
- Tertiary Education Quality and Standards Agency Act 2011 (Cth)
- Copyright Act 1968 (Cth)
- Trade Marks Act 1995 (Cth)

Supporting documents

- UNSW Master Style Guide
- UNSW Visual Style Guide
- UNSW Writing Style Guide
- UNSW Digital Style Guide
- UNSW Social Media Style Guide
- UNSW Merch Style Guide
- UNSW Sub-brand Style Guide
- UNSW Social Media Communication Guidelines
- Web Content Accessibility Guidelines (WCAG) 2.0
- Australian Code for the Responsible Conduct of Research
- Code of Conduct and Values
- Conflict of Interest Disclosure and Management Policy
- Intellectual Property Policy
- Model Code for the Protection of Freedom of Speech and Academic Freedom in Australian Higher Education Providers

Definitions and Acronyms	
Associated with the University	includes any implicit association, and where any association can reasonably be assumed.
Content	means materials created for activities covered in the scope of this policy. In this policy content does not refer to conversational communications that accompany content on UNSW learning management systems. Such communications are dealt with under the <i>Code of Conduct and Values</i> .

Definitions and Acronyms	
Branded Media	Includes, but is not exclusive to, any content bearing the UNSW logo, name or other branding on all media formats including print, digital, social, and merchandise or content disseminated by UNSW branded channels.
Staff or Academic Staff	means all employees of UNSW, including continuing, fixed-term and casual employees and persons who are engaged to perform work as contractors of UNSW, or any person who is voluntarily associated with the University.
University Resources	means all resources including physical and information technology infrastructure and staff time.
UNSW Brand	means the requirements set out on the UNSW Brand Hub and Brand Style Guides
Channels	Refers to any platforms used to disseminate digital content including websites, social media accounts, and apps that allow people to view, interact with, or share digital media.
Community Management	Refers to the way a brand or individual engages with its audience on social media. It includes, but is not limited to, posting content, monitoring comments and messages, identifying issues and risks and reporting on activity.

Version history

- **Version 1.0** approved by President and Vice-Chancellor on 22 October 2013 effective 1 November 2013.
- **Version 1.1** approved by Deputy Head of Governance on 18 February 2016 effective 29 February 2016. Administrative updates to senior roles.
- **Version 2.0** approved by President and Vice-Chancellor on 29 November 2021 effective 29 November 2021. Full review and title change.
- **Version 2.1** approved by Director of Governance and University Secretary on 1 August 2024 effective 6 August 2024. Administrative updates to outdated titles and policy references.