MORLEY COLLEGE LONDON

Public Information Policy

POLICY OWNER:	Chief Marketing and Engagement Officer (CMEO)
FINAL APPROVAL BY:	Policy Committee
Policy Category:	Corporate
Approved by Policy Committee:	March 2024
Approved by Governing Body:	N/A
Review Date:	March 2028

1. Introduction, Purpose and Scope of Policy:

Morley College London is committed to providing honest, accurate and timely information that enables stakeholders to hold it to account. This policy provides guidance on the responsibility for the quality of the public information that is created and published by the College.

The Code of Governance that the College's Governing Body has adopted requires it to conduct its affairs as openly and transparently as possible, consulting fully on its plans and delivery, so that staff, students and other stakeholders have access to all appropriate information.

The public information created and published directly supports the College's strategic goals of *Creating Outstanding Learning Opportunities* and *Delivering an Outstanding Student Experience,* by producing accurate and timely content that enables external audiences to gain an understanding of the College and its curriculum, empowering students to make informed choices about these courses.

2. Equality and Diversity Analysis Screening:

In accordance with the College's Equality and Diversity Policy, the development of this policy complies with the Equality Act 2010 in ensuring due regard to eliminating discrimination, advancing equality of opportunity and fostering good relations (see section 4 of the Equality and Diversity Policy).

The public information electronically published follows the Public Sector Bodies (Websites and Mobile Applications) (No 2) Accessibility Regulations 2018. Morley College London will provide Public Information upon request in an alternative accessible format to those with protected characteristics as defined under the Equality Act 2010.

3. Applicability:

This policy applies to all staff involved in the creation and publication of the College's public information.

4. Definitions:

Public Information refers to:

- Morley College London's website
- Official social media channels
- College course guides, prospectuses and other marketing materials
- Student information including handbooks, enrolment materials and progression guidance
- Public institutional information, including the College's Strategic Plan

To *publish* refers to make that information available, either in electronic or print format.

General Marketing Communications encompasses all public information explicitly designed to promote courses to potential and current students. This includes, but is not limited to, all public relations (PR), advertisements and promotional assets – including course guides (printed and electronic), website and social media content.

5. Statutory and regulatory requirements:

Public information will be published in accordance with relevant policy and legislation, primarily the UK General Data Protection Regulation (GDPR) as incorporated into the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR), the Freedom of

Information Act 2000, the Copyright, Design and Patents Act 1988, and the Consumer Rights Act 2015.

6.   Policy Objectives:

This policy sets out to ensure the College publishes information that is:

- Accurate
- Fit for purpose
- Trustworthy
- Transparent and open
- Timely and current
- Accessible
- Legally compliant

7.   Policy statement:

This policy covers information published in electronic or printed form, which includes information about Morley College London's academic programmes, corporate strategy, financial statements, staff recruitment, advertisements and policies. The college's Freedom of Information Publication Scheme, available separately, details the availability of these documents.

The policy does not cover letters, verbal communication, presentations, audit documentation, or teaching and learning materials used at the College.

8.   Implementation of Policy:

The Chief Marketing and Engagement Officer (CMEO) will lead implementation of this policy, supported by the CMEO Team. The CMEO Team will make all reasonable efforts to ensure accuracy of information based on data provided by defined individuals, departments and committees within the College.

The CMEO Team are responsible for general marketing communications, and the following marketing materials are directly managed by this team, under the Head of Sales and Marketing and the Head of Communications and Engagement:

Online and traditional advertising	Head of Sales and Marketing
Public relations with both traditional and online media outlets	Head of Communications and Engagement
Marketing collateral (including course guides)	Head of Sales and Marketing
College-wide social media channels	Head of Sales and Marketing
Website content (excluding course outlines)	Head of Communications and Engagement

The following material is created at department level, with the CMEO Team providing support to maintain quality of communications:

- Course outlines
- Staff profiles
- Subject-based social media channels
- Leaflets and flyers delivered via the *Marq* platform

- Materials to support shows, private views, exhibitions and departmental open days

Course Guides

As course guides are substantial reference documents, a series of sequential checks will be undertaken by the Sales and Marketing Team to ensure the accuracy of published information.

The College staff identified below have joint and collective responsibility for ensuring accuracy of Course information in print and online:

Description of courses ("Course outlines")	Relevant Programme Area Managers
Course area overviews	Heads of School and Heads of Curriculum
Student Information	Head of Student Services
Events	Events & Alumni Manager
General Morley College London information	Head of Communications and Engagement, Principal and Vice Principals
Overall quality of publications	Head of Sales and Marketing
Course information (excluding Course Outlines)	Head of MIS

Website and Advertising

The CMEO team is responsible for ensuring that:

- Any images, videos or other content used for promotional purposes are the copyright of the College, or where this is not the case, can be used with permission of the copyright holder;
- All social media accounts recognised as belonging to the College are managed appropriately, with processes in place to deal with user-created content and behaviours of participants who may not be formally part of the College, as outlined in the College's Social Media Policy;
- Every effort will be made by the College to ensure that communications produced will be grammatically and orthographically correct and produced in an appropriate register;
- All advertising, including website information, abides by the Advertising Standards Authority (ASA) guidelines and Competition and Markets Authority regulations (in relation to Higher Education marketing).

Public Relations

Individual staff may contact and respond to any requests from the media without reference to the College, where Morley College London itself is not directly concerned. Information about Morley College London that is already in the public domain, originated by the College, can be cited.

Where comment is being sought from staff regarding College-related matters, responses should be reviewed by the Head of Communications and Engagement prior to supply to the media outlet.

Press releases can only be issued by the Communications and Engagement Team, and the

responsibility for producing official press releases sits with the Head of Communications and Engagement.

Approval level of a press release will depend on the type of information that it contains but will always include the Chief Marketing and Engagement Officer (CMEO). If the release is of a sensitive nature, the CMEO will duly notify the Principal, and may involve other members of the Senior Leadership Team at his/her discretion.

Information published by the Governing Body

The Governing Body is responsible for approving:

- Strategic Plan
- Annual Report (when this is published)
- Financial Statements
- Gender Pay Gap Report
- Accountability Statement
- Policies encompassed within the Scheme of Delegation

9. Communication and training:

This policy will be communicated to staff via the College's intranet, data protection modules and during induction, and to the general public via the College's website.

10. Monitoring and Reporting:

The CMEO will review this policy every four years, or sooner if there is a notable change, for onward consideration by the Policy Committee.

11. Related References, Policies, Procedures, Forms and other Appendices:

This policy is to be considered in conjunction with the following College policies:

- [Freedom of Speech and Freedom of Expression Policy](#)
- [Data Protection Policy](#)
- [Freedom of Information Policy](#), including Publication Scheme
- [Data Protection Policy](#)
- [Social Media Policy](#)
- [Morley College London Brand Guidelines](#)

Appendix A set outs guidelines for writing public information.

Appendix A: Guidelines for Writing Public Information

The following guidelines should be considered by Morley College London staff if they are creating content for public distribution.

Every effort should be made to ensure that:

- Information and contact details are correct and current
- Writing style is clear and in Plain English
- Digital content is of an appropriate length and style for the format (social media, web)
- Content is easy to scan/understand e.g. using headings and correctly labelling links
- Bullet points are used where appropriate to make scanning the page easier
- PDF format is used for all documents other than those that the viewer is required to complete or amend
- Information such as third-party endorsements, ratings or rankings are fully listed, with hyperlinks included where possible to verify information
- Any images, videos or music are either College copyright owned, or appropriate permissions have been secured to allow usage
- Published information meets Accessibility guidelines and regulations
- Digital content meets Accessibility guidelines e.g. Web Content Accessibility Guidelines (WCAG)
- Video meets or exceeds Accessibility guidelines, including using subtitles
- Published content abides by ASA and CMA and other authorities' guidelines
- Alternative formats are available on request such as large print or rich text documents
- All images and hyperlinks have correct labelling / descriptions