



Government Media and Communication Policy

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Introduction and Scope

Policy Title:

Government Media and Communication Policy

Policy Owner:

Department of Government Media and Communication – Assistant to the University President for Administrative Affairs - University Presidency

Target Audience:

Faculty members, administrative and technical staff, students, local, national and international media outlets, partner institutions, general public and local community

Scope of Application:

All university formations and affiliated media platforms

Authority Responsible for Implementation and Follow-up:

- Assistant to the University President for Administrative Affairs
- Dean of each college
- Department of Government Media and Communication
- Heads of academic and administrative departments

Implementation Date:

Effective from the date of approval

Official Website:

<https://alayer.edu.iq/>

Vision, Mission and Objectives

Vision:

To achieve excellence and leadership in the field of university media at the local, regional and international levels, and for Al-Ayen Iraqi University to be the most trusted and influential media source, effective in conveying its academic, scientific and research achievements and developmental message to the local, Arab and international community, while consolidating its position as a model to be emulated in the field of advanced institutional communication

Mission:

Commitment to effective, professional and innovative communication to highlight the distinguished educational, research and community role of Al-Ayen Iraqi University, and to build a positive and sustainable mental image that reflects the university's values and principles, and to strengthen trust relationships and positive interaction with all relevant parties from internal and external audiences, while ensuring transparency and credibility in all media messages

Objectives:

The university media policy aims to achieve the following:

- Enhance the positive institutional image of Al-Ayen Iraqi University among internal and external audiences
- Ensure consistency of the university's official media discourse with its vision and integrated institutional identity
- Support effective communication channels between the university and its internal and external audiences, ensuring information flow in a transparent manner and in a timely manner.
- Regulate interaction on the university's official digital platforms to ensure their optimal use and protect the institution's reputation in cyberspace.

Governance and Organizational Structure

Central Media Department:

The media unit at the university is the central authority responsible for formulating and implementing the university's media policies and managing its institutional presence across various platforms. This unit reports administratively to the university presidency to ensure the delivery of media messages in a unified and consistent manner.

Media Content Production:

The media unit works on producing and developing media content in all its forms (written, audio and visual) in a way that reflects the university's identity and message and enhances the achievement of its strategic objectives

Official Spokesperson:

An official spokesperson is appointed on behalf of the university (the university president or his deputy) to communicate with the media, especially in important issues or times of crisis, with the aim of ensuring a unified voice and message that officially represents the university.

Institutional Coordination:

All colleges and administrative units at the university are committed to coordinating with the media unit regarding activities and news issued by them before publishing them publicly. A media coordinator is designated in each college/unit to handle communication with the central unit, ensuring smooth flow of information and unification of media messages.

Control of Media Statements:

All university affiliates (academics and administrators) are committed to obtaining the approval of the media unit before making any statements or information to the media related to the university. This is to ensure the accuracy of the information provided and its consistency with the university's official policies, and to avoid any contradiction or duplication in the discourse.

Approved Publishing Tools

Official Website:

The university's official website is the primary platform for publishing news, announcements and official statements. The media unit is responsible for updating the website content on an ongoing basis to ensure accurate and up-to-date information is available to the public. News and media materials are also archived for easy reference.

Press Releases and Traditional Media:

When there are achievements, prominent events or crises requiring clarification, the university issues official press releases through the media unit. These statements are directed to local and national media outlets when needed, following a professional approach consistent with media policy. In addition, the university is keen on regular communication with newspapers, radio and television channels to highlight its academic, research and community achievements.

University Publications and Printed Materials:

The university publishes periodic newsletters (paper or electronic) such as the university magazine or newsletters via email, targeting the university community and the general public. These publications aim to enhance internal communication, and highlight the university's news, activities and achievements of its affiliates.

Official Social Media Platforms:

The university uses its official accounts on social media platforms (such as Facebook, Twitter, Instagram and YouTube) as primary publishing tools for quick access to the digital audience. These accounts are managed by a specialized team from the media unit, and they adhere to the university's official discourse policy in terms of language, content and interaction.

Visual Identity and Brand Messages:

All published media materials adhere to the use of the university's unified visual identity (approved logo, colors and fonts) and ensure consistency of messages and slogans used with the university's vision. The media unit reviews any official media material before publishing it to verify its compatibility with the university's institutional identity guide and ensure the quality and accuracy of the content.

Digital Media

Digital Account Management:

The media unit manages the university's official accounts on all social media platforms and related digital networks. Publishing on these accounts is done according to a scheduled content plan that ensures the flow of information in a regular and balanced manner, taking into account the specificity of each platform and the target audience segment in it.

Electronic Interaction Policy:

The university establishes clear policies on how to deal with interactions (comments, private messages, shares) on its digital platforms. This includes mechanisms for responding to legitimate inquiries from the public in a timely manner, and mechanisms for dealing with inappropriate comments or misleading information in a way that maintains the university's credibility (such as deletion, correction or clarification).

Engaging Digital Content:

The media unit is keen to diversify the published digital content to attract the attention of followers. This includes publishing illustrated news and video reports on university activities, designing infographics that highlight important statistics and facts, and using unified hashtags specific to the university in media campaigns. Official language and professional style are also observed in drafting publications, with simplification of technical information when needed to make it suitable for all audience segments.

Verification Before Publishing:

The university follows the principle of credibility first in digital media, where the accuracy of any information or news is verified before publishing it on electronic platforms. Internal review procedures for digital content are adopted through more than one level (the editor then the media unit official) to ensure the accuracy of the content and its freedom from errors before reaching the public.

Enhancing Online Presence:

The university works to improve its appearance in search engines and on digital platforms. This is done by applying search engine optimization techniques in its content and official website, and publishing news in a shareable manner (Shareable Content) to increase its spread. Any mention of the university in cyberspace is also monitored and interacted with when necessary to correct concepts or exploit media opportunities.

Innovative Digital Initiatives:

The university media policy encourages the launch of interactive digital initiatives that increase the university's communication with society. This includes live broadcasting via the Internet for important events, and organizing awareness or promotional electronic campaigns that highlight the university's activities (such as a campaign to introduce a new specialization or research achievement), while ensuring compliance with ethical and legal controls when implementing these initiatives.

Monitoring and Evaluation Mechanisms

Daily Media Monitoring:

The media unit establishes an ongoing system to monitor media coverage related to the university. What is published in newspapers, magazines and news websites is collected, as well as what is circulated through social media platforms, blogs and discussion forums of news or information related to the university. This allows the university to stay informed of its media image on an ongoing basis and deal immediately with any inaccurate information.

Periodic Reports:

The media unit prepares analytical reports on a regular basis (monthly or quarterly) on the university's media performance. These reports include quantitative and qualitative monitoring of the university's appearance in the media (number of news items, nature of coverage positive or negative, most prominent topics raised), and analysis of public opinion trends towards the university on digital platforms. The reports also provide recommendations to senior management on ways to improve media presence and address weaknesses if any.

Key Performance Indicators:

The university adopts a set of Key Performance Indicators (KPIs) to measure the effectiveness of its media policy. Among these indicators: the growth rate of the number of followers of official accounts, the rate of interaction (likes, shares, comments) on digital publications, the number of news and press reports published about the university in the media during a specific period, the level of dissemination of issued press releases. These indicators are monitored periodically and compared with the targeted objectives.

Opinion Polls and Feedback:

The university applies mechanisms to obtain the opinions and evaluations of its audience regarding its media activity. These mechanisms may include electronic opinion polls directed to students and faculty members to know the extent of their satisfaction with internal media communication, as well as polls directed to the external audience (such as followers of communication platforms or university partners) to measure their impressions of the university's image and media messages. The results of these polls are collected and analyzed for use in the continuous improvement process.

Benchmarking:

The media unit conducts benchmarking comparisons with similar academic institutions locally and internationally regarding media practices. This includes comparing the level of media appearance, content quality and communication methods. The goal is to benefit from the best experiences of other universities and adopt successful ideas, as well as to determine the university's competitive position in terms of institutional media.

Annual Performance Review:

At the end of each academic year, the university conducts a comprehensive review of the communication and media tools and methods it used, based on what was monitored and evaluated during the year. The results of this review are submitted to the university presidency accompanied by specific recommendations to strengthen strengths and address any gaps in university media policy or its application.

Sub-Policies Derived from University Media Policy

1. Media Content and Publishing Policy

- Establishing quality standards for media content published on behalf of the university
- Defining mechanisms for reviewing and approving content before publication
- Ensuring accuracy and credibility in all published information

2. Social Media Policy

- Regulating the use of the university's official digital platforms
- Establishing ethical and professional standards for interaction via social media
- Defining mechanisms for managing official accounts and responding to inquiries

3. Media Relations and Press Policy

- Regulating dealings with local, regional and international media outlets
- Establishing procedures for press interviews and media conferences
- Identifying official spokespersons on behalf of the university

4. Media Crisis Management Policy

- Developing plans to deal with potential media crises
- Defining rapid response mechanisms for negative news or rumors
- Developing strategies to protect the university's reputation

5. Cybersecurity and Digital Protection Policy

- Protecting sensitive data and information in the digital environment
- Establishing security controls for the university's accounts on social media
- Combating misleading and fake news about the university

Sub-Policies Derived from University Media Policy

6. Academic Marketing and Branding Policy

- Promoting the university's academic programs and educational services
- Developing media campaigns to attract students and academic competencies
- Highlighting the university's excellence and academic achievements

7. Media Archiving and Documentation Policy

- Documenting all university activities and events
- Creating a comprehensive and organized media archive of produced materials
- Ensuring preservation of the university's media heritage

8. Media Partnerships and External Cooperation Policy

- Building partnership relationships with local and regional media institutions
- Cooperating with universities and academic institutions in the media field
- Exchanging experiences and media content with partners

9. University Media Quality Assurance Policy

- Establishing quality standards for all media activities
- Continuous evaluation of the effectiveness of media messages and the extent to which they achieve objectives
- Continuous improvement of media performance based on feedback

10. Media Training and Development Policy

- Developing the capabilities of those working in the media field at the university
- Providing specialized training programs in digital media and modern technologies
- Building qualified and specialized media cadres

Continuous Improvement

Development of Media Strategy:

The university's media strategy is subject to continuous review and development based on monitoring and evaluation results. Communication plans and publishing methods are modified according to new data to ensure they keep pace with changes and achieve the best results. This includes defining key messages for the audience or redistributing resources across different media channels according to their effectiveness.

Keeping Pace with Modern Technologies and Trends:

The university is keen to follow the latest trends and technologies in the fields of media and communication and adopt the appropriate ones. This includes benefiting from developments in social media platforms, digital data analysis tools, and modern media production techniques (such as interactive broadcasting and virtual/augmented reality technologies in presentations). Adopting emerging technologies contributes to expanding the reach of the university's message and improving its impact.

Developing Cadres and Skills:

Training programs and periodic workshops are implemented for media unit cadres, official spokespersons and media coordinators in colleges. These programs cover skills in formulating media messages, dealing with press interviews, managing social media accounts professionally, and other skills necessary to ensure distinguished media performance according to the best international practices.

Encouraging Media Innovation:

The university encourages a culture of innovation in media work. Media teams are encouraged to innovate new campaigns and communication methods that contribute to conveying the university's message in creative and attractive ways. The methodology of experimentation and learning is also adopted with regard to digital media initiatives, where new ideas are tried on a limited scale and then the successful ones are generalized.

Feedback Mechanisms:

The university provides official channels for receiving suggestions and observations related to media work, whether from inside or outside the university. For example, the public can communicate via a dedicated email for the media unit or through open evaluation questionnaires after major events and activities. These observations are carefully studied and taken into account in modifying policies or launching new initiatives.

Policy Review and Update:

The university media policy itself is subject to periodic review and update (for example every two years or when needed), by the policy owner in coordination with the strategic media committee. This review aims to ensure that the policy keeps pace with emerging technical and media developments, and is consistent with any changes in the university's structure or general strategy. Any updates are approved by the university presidency in the competent authorities and circulated to all university units to ensure compliance with them.

Policy Review and Update

Periodic Review:

Once every two years or when organizational or legal updates are needed

Higher Committee for Formulating University Policies

Al-Ayen Iraqi University

Final Approval:

Signature:

Date:

Policy Validity

This policy shall be applied from () and all colleges shall comply with it without exception. (The policy shall be in effect unless it conflicts with the instructions, controls and laws in force issued by the Ministry