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UNIVERSITY OF BAHRAIN

University of Bahrain Media Policy

Authority / Owner of Policy: Department of Media and University Relations

Effective: 24 October 2024

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POLICY INFORMATION

Title:	Media Policy
Policy Description:	This policy defines the principles and procedures related to all aspects of communication and media at the University of Bahrain. This policy regulates the aspects of the University's representation to internal and external audiences.
Policy Scope:	<input type="checkbox"/> Academic <input type="checkbox"/> Administrative <input type="checkbox"/> Research <input type="checkbox"/> Student <input checked="" type="checkbox"/> general
Policy Status	<input checked="" type="checkbox"/> New policy <input type="checkbox"/> Revision of existing policy
Approval Authority:	University of Bahrain Council
Authority/ Owner of Policy:	Department of Media and University Relations
Approval Date:	24 October 2024
Effective Date:	24 October 2024
Approval Date of Last Revision:	None
Date of Next Revision:	October 2029
Reference Code:	576/2024
Document Version Number:	1
Confidentiality Classification:	Public
Related Documents:	Social media publishing system at the University of Bahrain, procedures manual for the Department of Media and University Relations, policy for using the University of Bahrain website (not yet approved).

Policy Stakeholders	<input type="checkbox"/> Faculty members
<input type="checkbox"/> President	<input type="checkbox"/> Students
<input type="checkbox"/> Vice Presidents	<input type="checkbox"/> Admin Staff

Legal Advisor

All University Affiliates

Deans

Directors

1 Definitions

1.1 Media Policy: The principles and determinants of media work and publishing at the University, including a statement of the controls, methods and procedures that the University takes in communicating its messages to the public.

1.2 Public space: This is the media space in which the general public is addressed, who can often access and interact with such space without strict restrictions on publishing.

1.3 Media content: Any material published by the University, including press releases, printed materials, websites, and social media.

1.4 Stakeholders: All persons or entities related to the University, including students, faculty members, employees, graduates, the local community, and the media.

1.5 Media: All traditional media outlets, including radio, television, and newspapers, whether official or unofficial, as well as emerging media outlets, including social media networks.

1.6 Social media: Electronic platforms that allow subscribers to create profiles to communicate with other subscribers in a virtual community environment, participate in discussions and activities, and create electronic content.

1.7 Media appearance: The appearance of the University's members on any media outlet, including social media.

1.8 Media publication: Publishing any media content related to the University of Bahrain in the media, including the dissemination of media messages and products.

1.9 University ~~members~~/affiliates: All students and members of the academic and administrative bodies, whether working on a full-time or part-time basis, including retirees from the University of Bahrain and its graduates if they represent the University of Bahrain.

1.10 Media production: All written, audio, visual or digital messages used for the purpose of publication.

2 Policy Purpose

The policy aims to clarify the foundations of communication inside and outside the University and facilitate its management, in a way that contributes to enhancing the University's positive mental image, through its activities and services. The policy focuses on highlighting the University's national identity, in cooperation with individuals and entities included in the scope of the policy. The policy is implemented on high professional foundations, the most important of which are: transparency, objectivity, speed and efficiency of performance, to provide the media with reliable news and information about the University of Bahrain and its most important developments. Accordingly, the policy directly seeks to achieve the following objectives:

- 2.1 Ensure that the media publication issued by the University is consistent with its principles, goals and mission, and that media publication is a factor that helps the University achieve its goals, whether short-term, medium-term or long-term.
- 2.2 Identify the teams within the University that are concerned with managing communication with various media outlets, in a way that enhances communication between the University, society, and public and private institutions.
- 2.3 Facilitate the flow of information through various official media channels to introduce the University's efforts, projects and achievements, and above all, the rapid response to events related to the University.
- 2.4 Building a bright mental image of the University, and enhancing its reputation among the public locally, regionally and globally, in order to attract outstanding students, and enhance opportunities for cooperation with other educational and research institutions.
- 2.5 Organizing the media appearance of the University's members in the public space and various means of communication.

3 Policy Scope

3.1 The policy deals with the media activity of the University of Bahrain and its affiliates in the public space and various types of media. Accordingly, its scope is determined by everything published by the University of Bahrain and what its affiliates publish in a way that shows their affiliation with the university, whether directly or indirectly. Accordingly, this policy will apply to all of the following:

3.1.1 University affiliates.

3.1.2 University colleges.

3.1.3 All departments, sections and administrations at the University.

3.1.4 Deanships and administrative centers at the University.

3.1.5 Student societies and clubs.

3.1.6 Department of Media and University Relations.

3.1.7 Internal and external media.

3.1.8 Administration of the University of Bahrain social media and website.

3.1.9 Events and activities.

3.1.10 Print and electronic publications.

3.2 The scope of influence includes the following:

3.2.1 Dealing with negative news and comments, especially those that are offensive to the University.

3.2.2 Granting University affiliates access to content issued by the University, with clarification of the mechanisms and rules of engagement with what is published about the University in the media.

3.2.3 Media documentation of all University activities and events.

3.2.4 Coordination and making preparations with the media, especially those wishing to conduct media interviews and documentaries inside and outside the University.

3.2.5 Supervising the design and advertisement of the University's services and activities.

- 3.2.6 Providing the community with accurate news, sound information, and established facts about the topics that the University is working on, whether issues, achievements, investigations, or reports, aiming to form a positive public opinion towards the University.
- 3.2.7 Holding press conferences, including preparing and implementing targeted media campaigns.

In light of the scope of the media policy’s influence on the various stakeholders mentioned above, the example below demonstrates the link between the scope of those covered by the policy and how to create influence:

Example of the Type of Influence of the Media Policy	Example Of Correct Application
Ensure that all printed and electronic materials are consistent with the University’s media policy and related policies.	Obtaining the approval of the Media Department before publishing any printed or electronic materials or publishing any content on the University’s website.
Coordinate with the Department of Media and University Relations before publication through media and social media platforms.	Obtaining the approval of the Media Department before issuing any press release or specific news content through media and social media platforms that is directly or indirectly attributed to the University.

4 Policy Statement

The policy is built on fundamental principles, which is the basis of all media-type activities of the University and its affiliates, and it includes the general rules and guidelines that must be followed in this regard, which are as follows:

4.1 Basic Values

The University of Bahrain is committed to implementing a media policy based on the following principles:

- 4.1.1 Clarity, accuracy and objectivity in all media materials.
- 4.1.2 Focus on the University's priorities in various dimensions, especially academic, research, extracurricular activities and community service.
- 4.1.3 To respect all stakeholders and deal with them professionally and respectfully.
- 4.1.4 To use the latest media technologies and tools to spread the University's message.

4.2 General Rules

All activities attributed to the University of Bahrain in the public space are based explicitly or implicitly on the following rules:

- 4.2.1 All media materials must reflect the identity, mission, objectives and strategy of the University.
- 4.2.2 All information published must be accurate, reliable and reflect a positive image of the University.
- 4.2.3 All stakeholders must be treated professionally and respectfully.
- 4.2.4 The approval of the Department of Media and University Relations must be obtained before media participation and media appearances, and before publishing all publications, electronic newsletters, web pages and promotional materials.
- 4.2.5 Compliance with the laws and regulations in force in the Kingdom of Bahrain.

4.3 Controls

All stakeholders and those addressed by this policy must adhere to the following controls:

- 4.3.1 Handle media materials in a responsible manner, so as not to cause confusion or disorder, distort the University's image, or harm its reputation or the reputation of its members, and not include anything that violates regulations and laws, offends public decency, or offends the segments of society.
- 4.3.2 Only good media materials are accepted in terms of their content, substance, language, and external form, provided that such materials are clear and complete in their elements, so that they do not cause the recipient to have any fallacies or focal questions.
- 4.3.3 The various media materials must be linked to the general context of the University's objectives and their general view in relation to the topic or event to be published, and their connection to the government program and Bahrain's vision must be stated.
- 4.3.4 The various media materials related to the University must be issued with the approval of the Department of Media and University Relations, or in coordination with it.
- 4.3.5 The University's achievements must not be exaggerated in the media, and they must not be glorified in a way that contradicts reality and realistic data.
- 4.3.6 When highlighting the University's institutional roles, the focus must be on publishing about projects and events, not people, in response to the University's mission, as an institution for education and cultural and intellectual influence.

5 Roles and Responsibilities

This section identifies the key officials who will participate in implementing the University of Bahrain's Media Policy, and defines their roles in terms of supervision, accreditation, approvals, monitoring, and review.

5.1 Accreditation Authority:

- University of Bahrain Council.

5.2 Policy Owner:

- Department of Media and University Relations.

5.3 Policy Owner Responsibilities:

- Supervising the implementation of this policy.
- Reviewing and updating this policy periodically.
- Coordinating with all relevant parties to ensure the implementation of this policy.
- Resolving any disputes or disagreements related to the implementation of this policy.
- Clarifying how to comply with the laws and regulations governing publication and media appearances of the University of Bahrain.

- Clarifying the mechanism for maintaining the confidentiality of information related to the University.
- Clarifying the method of dealing with information about the University and its members and the data related to it.

5.4 Responsibilities of the relevant parties:

- **University President:**
 - General supervision of the implementation of this policy.
 - Providing the necessary support to implement this policy.
- **Director of the Department of Media and University Relations:**
 - Following up on the implementation of this policy.
 - Providing the necessary guidance to ensure the implementation of this policy.
 - Monitoring suspected encroachments on the University of Bahrain and its affiliates, or any violations of the University's regulations, and submitting a report to the Vice President or Dean concerned.
 - Dealing with the media and external parties.
 - Cooperating and coordinating with the deanships, centers, and relevant departments to implement media campaigns, provide academic expertise and analyses, and research considerations.
 - Issuing press releases, articles, and media updates.
- **Deans and Directors:**
 - Implementing this policy in colleges and departments.
 - Raising awareness among faculty members and staff of this policy.
- **Faculty members and staff:**
 - Adhering to the provisions of this policy.
 - Cooperating with the Department of Media and University Relations in implementing this policy.
- **Department of Media and University Relations**

The Department of Media and University Relations is primarily responsible for implementing this policy, submitting periodic reports, and communicating with external parties, with its supervisory powers over the Media and University Relations team. In addition, it is responsible for organizing matters related to cooperation and coordination between all deanships and centers of the University regarding publishing and media affairs, in accordance with the directives of the President of the University.

Accordingly, the department will undertake the following tasks after obtaining the approval and guidance of the University President:

- Dealing with the media and external parties, and accompanying them upon their entry to the campus, or covering events related to the University.

- Cooperating and coordinating with the deanships, centers and relevant departments, to implement media campaigns, provide academic expertise and analyses, and for research considerations.
- Issuing press releases, articles and media updates.
- The Department of Media and University Relations is responsible for monitoring what is suspected to be an encroachment on the University of Bahrain and its affiliates, or any violations of the University's regulations, and submitting a report to the Vice President or Dean concerned.

6 Policy Procedures

The procedures followed in the media policy of the University of Bahrain, which include all University affiliates, including students, graduates, retirees, faculty members, and administrative staff, whether full-time or part-time.

6.1 Relation with the media

- 6.1.1 The Department of Media and University Relations is responsible for dealing with the media on behalf of the University in an official manner. This includes responding to, or coordinating responses to inquiries received from journalists, writing press releases and official University statements, and scheduling interviews on campus, in studios, or press conferences that include the University's officials.
- 6.1.2 The Department of Media and University Relations shall arrange for media interviews on or off campus, whether printed, electronic, visual, or audio, with academics of the University of Bahrain, in an official letter that is approved by the President of the University. Also, the Department shall assist the work teams in selecting students from the University of Bahrain to talk about various topics, and express their opinions on various issues.
- 6.1.3 Media are allowed to enter the University campus after the official approval of the University President, provided that the media are accompanied by an employee of the Department of Media and University Relations when entering colleges, classrooms, private offices, etc.
- 6.1.4 Media are allowed to enter to cover various events, after the approval of the University President, and with prior permission and arrangement by the Department of Media and University Relations.

6.2 Media Appearances of University of Bahrain Affiliates

- 6.2.1 The President of the University of Bahrain is the official spokesperson for the University, and he may delegate or appoint someone to do so on his behalf as he deems appropriate.
- 6.2.2 If University of Bahrain academics, administrators and students wish to appear in the media, whether local or international, as representatives of the University, they must obtain the approval of the Director of the Department of Media and University Relations, who in turn obtains the approval of the University President.
- 6.2.3 University affiliates may request assistance from the Department of Media and University Relations to respond to media inquiries, or when preparing the key talking points in approved interviews.
- 6.2.4 University members are free to express their opinions on various topics, whether those that are within their specialty or not, or to respond to a comment from the media, without referring to the University administration, provided that this is not a representation of the University or in affiliation with it. Example: Without mentioning the affiliation with the University and only using the title of “academic” or “academic researcher” and this applies to the authors of various articles.
- 6.2.5 No academic or administrator may speak or write to the media in the name of the University and on its behalf, whether in explaining any decision it has taken, or a policy it follows, or its future plans, unless they have obtained explicit permission from the Department.
- 6.2.6 A college/deanship/department/center that seeks to promote and market a program, event, or achievement through the media must communicate with the Department of Media and University Relations, which can contact the media, and work with University members to coordinate the promotion and marketing, appearance in programs or events, or raise issues worthy of publication.
- 6.2.7 The Department of Media and University Relations is the only entity on campus authorized to organize press conferences on behalf of the University. Such press conferences are held only for major announcements of the University, and to efficiently share important news with the media.

6.3 Publications and Printouts:

- 6.3.1 All publications, electronic newsletters, web pages, and promotional materials shall be approved by the Department of Media and University Relations. The University of

Bahrain's brand and visual identity guide shall be followed before being used in any media, including but not limited to:

6.3.1.1 Brochures, flyers, posters, banners, and other publications used on or off campus, or for any other promotional purpose.

6.3.1.2 Promotional materials, documents, or images uploaded to the website and social media sites.

6.3.1.3 Advertising on behalf of the University, or any of its colleges, deanships, departments, or affiliated centers.

6.3.1.4 Any promotional material containing the University's nameplate and/or logo.

6.3.2 The Department has the right to reject any publication, or unlink any document, or image from the website, in the event of using unapproved materials in printouts or electronic publications, on the website and social media sites, and to inform the Dean, Director or President of the reason for the rejection so that it does not recur, in addition to how to amend the error.

6.4 Use of Social Media

6.4.1 This policy manages the representation of the University of Bahrain on all social media platforms, including: Facebook, X, LinkedIn, Instagram, YouTube, or any other similar platform.

6.4.2 The University of Bahrain has one official social media account on the various social media platforms, which is supervised by the Department of Media and University Relations.

6.4.3 It is not permitted to create accounts on social media platforms for any entity in the University claiming official representation without approval, and it is prohibited to use the University logo on such accounts.

6.4.4 Social media platforms for the University's members must not contain the University logo, name, or any registered trademarks that are considered the official property of the University. Additionally, these platforms must not claim to officially represent the University, or any of its colleges, departments, or affiliated offices.

6.4.5 The University may be mentioned in personal accounts provided that the account content is consistent with the University's policy and does not harm its image in any way.

6.4.6 Commenting or responding to social media accounts that deliberately create media confusion must be avoided.

6.5 University of Bahrain Logo:

6.5.1 The University of Bahrain logo must be used clearly and visibly on all official media materials of the University, including printouts, websites and social media.

- 6.5.2 The University of Bahrain logo must not be used or exploited in an unofficial or illegal manner.
- 6.5.3 The logo must not be used by any third party except after the approval of the Department of Media and University Relations.
- 6.5.4 The University logo must not be used for any commercial, personal or political purpose.
- 6.5.5 No University affiliate has the right to use the logo directly or indirectly when representing himself, and not as a university affiliate.
- 6.5.6 To refrain from any use of the University's official logo in a manner that conflicts with the policies and laws related to intellectual property and trademarks. This ensures the preservation of the University's reputation, avoiding any legal breach, or distorting the visual identity of the institution.

6.6 Photographs:

- 6.6.1 The University prohibits its members from using photographs available on unofficial websites to represent its campus or students.
- 6.6.2 All photographs used of students, faculty, campus life, or facilities must be real photographs taken on campus, with actual members of the University of Bahrain community.
- 6.6.3 The University shall be responsible for developing and updating policies regarding the use of photographs and other images in printed, digital, or electronic materials.

6.7 Content on the University Website:

- 6.7.1 The University Department of Media and University Relations shall be responsible for the first-level pages of the University website (www.uob.edu.bh).
- 6.7.2 Colleges, centers, departments, offices and other entities shall be responsible for the content of their pages, and provide the department with any changes to the content of their pages, whether as an update, addition or removal. The department shall be responsible for approving the content before publishing it, and the process of

linguistically reviewing and translating it, and it has the right to reject content that does not comply with the brand guide and visual identity.

6.7.3 Responsible employees in the University Media and Relations Department and the Information Technology Center shall add, change, delete or update materials on the website, as requested by the parties.

6.7.4 All pages must be updated continuously by the party responsible for the content of such page.

6.7.5 If the content has not been updated for more than one year, a notification will be sent via email to the page administrator appointed by the same party, requesting him to ensure that the content is updated.

6.7.6 Non-institutional or academic websites or web-based applications (such as conferences websites, academic journals, and database applications) are managed by the Information Technology Center or the college/department itself.

6.7.7 New institutional websites must be created by the University's Information Technology Center, which will select the placement of the newly created website, according to the website sitemap, and will assign the appropriate URL, and the linguistic review and translation will be done by the Department of Media and University Relations.

6.7.8 The Department of Media and University Relations may reject or remove any information or material that is outdated, incorrect, misleading, illegal, unethical, or harmful to the work of the University of Bahrain from the University's main website or institutional websites.

6.7.9 The Department of Media and University Relations may refuse to display a link to an external website on the University's official page, or remove the link without prior notice, if it is inconsistent with the University's values, or educational and research mission.

6.7.10 The University of Bahrain website contains links that allow visitors to access other websites that are not under the control of the University of Bahrain. These links are provided in partnership with these institutions and do not imply endorsement by the University. The University of Bahrain does not bear any responsibility or liability for any material on these links and disclaims any responsibility for any content contained therein.

6.8 Organizing Events:

6.8.1 The approval of the Department of Media and University Relations must be obtained before organizing any event on behalf of the University.

6.8.2 All events must comply with the general principles and rules contained in this policy.

6.9 Review and Update of the Policy:

6.9.1 This policy will be reviewed periodically by the Department of Media and University Relations.

6.9.2 This policy will be updated when necessary.

6.10 Complaints and Grievances

6.10.1 In the event of a dispute, complaint or grievance related to the application of this policy, it will be referred to this committee, which must submit a report to the President with its recommendations within two weeks. Regarding dealing with University's information and data, civil service regulations apply.