



Communications Policy

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1. Purpose

The purpose of this policy is to ensure that all internal and external communications at the University Access Centre (UAC) are clear, professional, consistent, inclusive, and aligned with the institution's values. Effective communication supports UAC's mission to deliver high-quality international education and maintain strong relationships with students, staff, partners, and stakeholders.

2. Scope

This policy applies to:

- All UAC staff, faculty, contractors, and affiliates
- All forms of communication, including verbal, written, electronic, and visual media
- All audiences, including students, parents, partner institutions, regulatory bodies, and the wider community

3. Principles of Communication

UAC communication shall:

- Be Clear and Accurate: Information must be factual, transparent, and unambiguous
- Be Professional: Language, tone, and presentation must reflect the institution's academic and ethical standards
- Be Inclusive and Respectful: Communication should respect diversity and avoid bias, discrimination, or exclusionary language
- Be Consistent: All messaging must align with the UAC brand, strategic goals, and approved templates
- Be Timely: Responses and announcements should be made promptly to ensure efficient operations and positive engagement

4. Internal Communication

Internal communication ensures coordination, information sharing, and collaboration among staff.

Key Channels:

- Official UAC email accounts
- Microsoft Teams and institutional chat platforms
- Staff meetings, briefings, and newsletters
- Noticeboards and internal memos

Guidelines:

- All staff must check their UAC email regularly (at least twice daily).
- Meeting agendas and minutes should be circulated within 48 hours.
- Sensitive information must be marked confidential and shared only with authorized recipients.
- Communication between staff and management should follow the line management structure.

5. External Communication

External communication represents the official image of UAC to the public.

Approved Spokespersons:

- Centre Director (strategic and media communication)
- Marketing and Communications Officer (publicity and campaigns)
- Academic Head or Registrar (academic and student-related communication)

Guidelines:

- All public statements, press releases, and media responses must be approved by the Centre Director.
- Staff must not speak to the media or post institutional information online without prior authorization.
- All correspondence with partner institutions or accrediting bodies must use official UAC letterhead and email domains.

- Any copy, content, or marketing material referencing NCUK programmes or partnerships must adhere strictly to NCUK's brand and communication guidelines, ensuring all text, imagery, and logos are used only with prior approval and in compliance with the NCUK Brand Guidelines Manual.

6. Digital and Social Media

UAC supports responsible use of digital media to enhance engagement and visibility.

Standards:

- All institutional accounts (website, social media, etc.) are managed by the Marketing and Communications Department.
- Personal use of social media must not bring UAC into disrepute or disclose confidential information.
- Posts must align with UAC's values of professionalism, inclusivity, and academic integrity.

7. Communication with Students

Communication with students must be supportive, courteous, and transparent.

Guidelines:

- Official communication should occur via UAC email accounts or the student information system.
- Academic and administrative updates must be delivered in plain, accessible English.
- Staff should respond to student queries within two working days.
- Personal or sensitive discussions should take place in private and be recorded where appropriate.

8. Branding and Templates

- All external documents must use the approved UAC logo, font, and colour scheme.
- Only authorized templates (letters, presentations, certificates, etc.) may be used.
- The Marketing Department will periodically audit communications for compliance.

9. Confidentiality and Data Protection

- All communications must comply with data protection laws and institutional privacy policies.
- Personal data must never be shared via unsecured channels.
- Staff are responsible for safeguarding institutional information.

10. Breach of Policy

Failure to comply with this policy may result in disciplinary action, in accordance with UAC's HR procedures. Repeated or serious breaches (e.g., unauthorized public statements, disclosure of confidential data, or misuse of social media) will be treated as misconduct.

11. Review and Monitoring

This policy will be reviewed annually by the Centre Director and Quality Assurance Committee to ensure continued relevance and alignment with best practices in UK higher education.