Authority: Approved by the President

Chapter 16. External and Internal Communications & Public Relations

16.1 Policy

As a publicly funded university, OIST Graduate University (University) has a responsibility to provide timely, accurate, clear, objective, and complete information about its projects, plans, and activities. In the modern era when news, good and bad, true or false, can be relayed around the globe almost instantly, it is important to have guidelines for faculty, students and staff who deliver University-related information to the media and the general public. The University's Division of Communication & Public Relations (the Communications Division) offers support to ensure that key messages are clear and consistent and information is accurate and complete. The Communication Division does not intend to police communications or to restrict anyone from sharing their expertise.

16.1.1   The Communication Division is responsible for overseeing and approving use of the University's names and marks (as defined in Chapter 15)., trademarks, logos, and other symbols (together referred to as "names and marks") and for ensuring stylistic and graphic conformance to the University's standards with regard to use of the University's names and marks [link: 15].

16.2 General Considerations

16.2.1 The Vice President for Communication & Public Relations, as a matter of policy, is the spokesperson for the University unless otherwise instructed by the President.

16.2.1.1 The Communication Division is the approver of all uses of the University's names and marks.

16.2.1.2   Regulatory and other governmental communications are handled by the Chief Operating Officer (hereinafter referred to as "COO") [link: 2.4.6.2], and not the Communication Division.

16.2.2   The Communication Division manages the calendaring, space reservation, and logistics of events and activities at the University; for details see Chapter 19, University Events [link: 19].

16.2.3   The Communication and Public Relations Division provides digital copies of university corporate publications to the Library when the Vice President for Communication and Public Relations decides that they are suitable to be deposited in Okinawa Institute of Science and Technology Graduate University Institutional Repository ("OISTIR") for open access. For details, see 6.2.2[link: 6.2.2], The Okinawa Institute of Science and Technology Graduate University Institutional Repository.

16.3 Rules

16.3.1 Use of the University Names and Marks

Names and marks of the University [link: 15] must be depicted in conformance with the University's stylistic and graphic standards [link: http://iweb.oist.jp/dnnoist/OISTLogo/tabid/453/Default.aspx].

All proposed uses of names and marks, whether internal or external, must be submitted to the Communication Division for approval.

16.3.2 Internal Communications

Excellent internal communication is essential for the efficiency and morale of the University and communication initiatives are encouraged. To maintain consistency, initiatives should be developed in collaboration with the Communication Division. This includes websites, posters, printed materials, etc.

16.3.2.1   All internal communication platforms (websites, bulletin boards, printed communications, etc.) must adhere to the University's graphic standards [link: http://iweb.oist.jp/dnnoist/OISTLogo/tabid/453/Default.aspx].

16.3.2.1.1   Excepted from this requirement are working collaborative sub-sites, such as experimental data bases, devoted to active development of areas of research.

16.3.3 Contacts with Media

All individuals must contact the Communication Division immediately whenever they receive a request from the media that relates to the University or their affiliation with the University.

16.3.3.1 With regard to subjects (and developments) that relate to their affiliation with the University, faculty, students and staff should inform and consult with the Communication Division before initiating contact with the media.

16.3.3.2 In the event of unpremeditated spontaneous media contact (e.g., at a conference, meeting, or similar event), the individual who was involved in the media contact should inform the Communications Division of the exchange as soon as possible.

16.3.4 Websites

All University websites must conform to the graphic standards of the University and be approved by the Communications Division.   They must also conform to the requirements established for use of University IT [link: 17].

16.3.4.1 Researchers may host separate personal sites on a University webserver that do not necessarily conform to the style and graphics standards, but the Communication Division will not provide support. Content of personal webpages hosted on University servers must observe the principles set out in the University's Code of Conduct and other core values [link: 1].

16.3.5 Social Media

The University recognizes blogs, networking sites, and other social media as possible tools to support the University's educational and operational goals. Individuals are responsible for the content they publish on social media and should use good judgment. Staff should be mindful that the things they say or do on social media are publically available and searchable and may be forever accessible. Comments, expressions, and other postings on social media must be non-libelous, honest and respectful of others. They must respect confidential, personal, and proprietary information; comply with applicable law; comply with University requirements concerning use of IT [link: 17]; and adhere to the Code of Conduct and core values of the University [link: 1].

16.3.6 Use of the University Names and Marks by Third Parties

Requests for use of University names and marks, and requests for endorsements by the University from external individuals, companies, organizations, educational establishments, etc., must be referred to the Communication Division (Chapter 15)[link: 15].   The Communication Division has the right of final approval of all texts and images including photos concerning the University proposed by third parties.

16.3.7 OIST clubs

OIST clubs can cover a wide range of interests including sports, arts and crafts, culture, technical and scientific activities.

16.3.7.1 Clubs Role

OIST clubs promote communication within OIST bringing together people of very different professions and cultural backgrounds.

In addition OIST clubs help integrate newcomers and their families both with the local population and with the OIST community.

16.3.7.2 Membership of OIST Clubs

Clubs are open to all OIST staff, students and members of the local community. The President of a club must be an OIST employee or student.

16.3.7.3 OIST Support of Clubs

OIST clubs should be self-financing through membership fees and fund raising activities. However in exceptional circumstances a club can ask for financial support from the OIST administration. Such circumstances could be expenses for the setting up of a club and buying essential equipment.

16.3.7.4 OIST Clubs Steering Group

The group decides on the suitability and financial viability of proposed clubs and give recommendations to the OIST Executive on possible funding. The group is composed of a representative from the Administration, the Graduate School and the Research sector. The Chair is the VP for Communications.

16.3.7.5 Creating a Club

Application to set up an OIST club should be presented to the OIST Club Steering Group. The application should explain the purpose of the club, equipment and location needs, a financial model, safety and insurance aspects, the name of the President

16.3.7.6 Logo Use

Use of OIST logo on clubs material or sporting kit must adhere to the University Graphics Standard Manual.

16.3.7.7 Club Restrictions

OIST does not support political or religious clubs. Clubs must adhere to university policies, rules and procedures.

16.3.7.8 Club Web Site

A web site is mandatory for each club explaining the activities, the club officials and a sign up form. The sites are hosted on the OIST groups server.

16.3.7.8.9 OIST Facilities

OIST clubs can use university facilities, such as meeting rooms, free of charge. However priority will always be given to academic use.

16.4 **Responsibilities**

16.4.1 Managers and faculty
Managers and faculty are to inform their personnel about the procedures relating to Media contacts, logo usage and endorsement requests.

16.4.2 All individuals
All individuals must respect the guidelines established in the OIST Graduate University Graphics Standards Manual [link: http://iweb.oist.jp/dnnoist/OISTLogo/tabid/453/Default.aspx].

16.4.3 All students, faculty, and staff
All students, faculty, and staff must comply with the requirements of this Chapter.

16.5 **Procedures**

16.5.1 How to submit proposed depictions of names and marks
email: vpcpr@oist.jp

16.5.2 How to develop Internal communication initiatives in collaboration with the Communication Division.
email: vpcpr@oist.jp

16.5.3 What to do when contacted by the Media.
email: vpcpr@oist.jp

16.5.4 What to do before contacting media.
email: vpcpr@oist.jp
(Chapter 16.3.3**[link: 16.3.3]**)

16.5.5 How to request logo or name use or endorsement by outside entities.
email: vpcpr@oist.jp

16.6 **Forms**
There are no forms associated with this chapter.

16.7 Contacts

16.7.1 Policy Owner:
The Vice President for Communication and Public Relations

16.7.2 Other Contacts:
vpcpr@oist.jp

16.8 Definitions

16.8.1 *Media*
Any means of communication having wide dissemination or influence, such as radio and television, internet, newspapers, and magazines.

16.8.2 *Public Relations*
The professional development of a favorable public image by the OIST Graduate University.

16.8.3 *Social media*
Online, electronic, or Internet media, tools, communities, and spaces for social interaction, sharing user generated content, or public or semi-public communication. Social media typically uses web-based technologies to turn communication into interactive dialogues. Social media can take many different forms, including internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging. Examples of social media include but are not limited to the following: LinkedIn, Facebook, MySpace, Wikipedia, YouTube, Twitter, Skype and blogs.