

## **PUBLICITY POLICY**

### **Jurisdiction**

1. This policy applies to all Union activity, including commercial, welfare, representation, Clubs, Societies & Projects and other recognised groups. This includes their activities which take place beyond Imperial College London facilities and campuses.
2. Publicity material is defined as any communication electronic (including video, audio, mailing lists correspondence and social media), paper, events (publicity stunts) or otherwise whose purpose is primarily to inform and engage, this may be related to an event or cause or neither. Mediums such as costumes and clothing if used for publicity purposes are covered by this policy.

### **Authorising publicity material**

3. No unauthorised publicity material should be distributed in any public forum. Publicity is authorised by:
  - i. the Sabbatical Officers,
  - ii. the Managing Director and staff Line Managers,
  - iii. Chairs, Captains or Presidents of Constituent Unions, Management Groups, Clubs, Societies & Projects; other Union Officers and role holders within the Academic Representation Network
4. The persons in 3 may nominate another to authorise on their behalf, but are responsible for their nominee's actions. The President may remove the authority of anyone to authorise publicity materials.

### **Rules on publicity material**

5. Those authorising any publicity material should ensure they adhere to the following rules, and apply them appropriately to the medium being used:
  - i. Carry the current ICU logo and the words "Imperial College Union" or those of the relevant Faculty Union with their President's permission. This can be found at [imperialcollegunion.org/brand](http://imperialcollegunion.org/brand)
  - ii. Display the time, date and location of the event if applicable. If the material relates to a cause or general activities an expiry date no later than 1 month after the material is used must be visible on paper publications.
  - iii. Name the Club, Society, Project or other recognised group as a Club, Society, Project or other recognised group of Imperial College Union if applicable.
  - iv. If a printed or physical medium be no bigger than A2 in size except under exceptional circumstances where the permission of the Deputy President (Clubs & Societies) should be sought.
  - v. Be in English only or have an English translation of anything said in a foreign language, the translation being equal or greater in prominence. For printed

- materials the translation must be on the same piece of material, for electronic media the translation must be instantaneously available.
- vi. Not contain any offensive language, including implied offensive language, imagery, scenes or sounds.
  - vii. Not contain material that may bring the Union or College into disrepute, is of a libellous, or potentially libellous nature or which contravenes or is likely to contravene copyrighted materials or registered trademarks.
  - viii. Not contain material that contravenes any UK or International law, or local bye-laws; or implies behaviour that would contravene these.
  - ix. Not contravene the Union's Equal Opportunities Policy.
  - x. Comply with the College Code of Practice on Freedom of Speech.
  - xi. Demonstrate awareness of issues or subjects which are potentially controversial, contentious or sensitive.
  - xii. Aim to maintain good campus and community relations.
  - xiii. Not indicate that an event is open to the general public unless previously agreed by the Union President.
  - xiv. Indicate if an event is likely not to take place if a minimum number of attendees is not reached or other limiting criteria are not met.
  - xv. Be put on the Union What's On Calendar, unless open to club members only.
  - xvi. When quotes or slogans are used suitable context must be given.
  - xvii. Distributing publicity material whose content is produced by groups or organisations external to the Union or College is not usually permitted. Petitions to permit it must be made to the President via the Deputy President (Clubs & Societies).
6. When posters are put up they must:
- i. Be put up using blu-tack or an equivalent and be properly secured.
  - ii. Not be put up with Sellotape or glue.
  - iii. Not be put up closer together than 5 metres apart or on adjacent poster boards.
  - iv. Not be put up on glass or open brickwork.
  - v. Not be put up over other in-date posters.
  - vi. Be removed within 5 days of the event being advertised having taken place.

7. When fliers are distributed they must:
  - i. Be handed to individual students or be left in position with clearance from the area authoriser - flier distribution should never cause a littering problem.
  - ii. Make every effort to comply with the environmental policy regarding minimising waste and environmental impact.
  - iii. Not be mail dropped in departmental or hall pigeonholes without explicit permission from the Department or Warden.
  - iv. Not be distributed in halls or departments without permission of the Department or Warden.

#### Electronic media

- i. Social media groups/events should be moderated to prevent inappropriate comments wherever possible and groups should note that in using the College name they have the ability to bring the College into disrepute.
- ii. Responses to facebook, event-brite or similar event listings may be taken as an indicative guest list for events. When tickets are being purchased the Union website must be used for the transactions unless a separate arrangement is preagreed.
- iii. Fictitious online profiles must not be used; profiles created for publicity of specific events must be in accordance with the requirements in section 5.
- iv. All websites created for specific publicity purposes should be hosted on the Union's servers.
- v. Publicity videos and photographic material should apply the requirements of section 5 as appropriate to the medium.

#### Publicity stunts:

- vi. May not occur on the Queen's Lawn, Queen's Lawn Terrace, Prince's Gardens or Upper Dalby Court without the consent of the College Secretary.
- vii. Should never be offensive or dangerous – including contravening Health & Safety considerations. A risk assessment must have been submitted and approved.
- viii. Have appropriate permissions sought as required; this includes lecture theatre advertising where the lecturer's permission must be sought.

#### Locations

8. The Union, under the Code of Practice with the College, is responsible for student noticeboards along the Sherfield walkway. Without further permission posters may also be placed:

- i. On Union Building poster boards with the exception of the bar areas and the Union Dining Hall and those covered in glass.
  - ii. The Junior Common Room pillars, but not glass, in the Sherfield Building.
  - iii. Stairway noticeboards at St. Mary's, on each floor.
  - iv. Glass notice boards at SAF and in UMO student post room.
  - v. Reynolds First floor walls and basement walls.
9. Permission should be sought from the Head of Department or Warden to display posters in Halls of Residence or Departments.

### **Silwood**

10. Posters may be put up in any areas at Silwood which are under management control of the Union or used for Union activity. Posters may put elsewhere in compliance with any rule set by the relevant Head of Department or Warden.
11. The Silwood Union Committee may make such amendments to these rules, including on content and approval of posters as they see fit for their campus, though not any permitting offensive, disreputable or libellous posters.

### **External posters**

12. External organisations may only put up posters with the permission of the Union President. Students may only put up posters on behalf of external organisations with explicit permission of the President.

### **Election publicity**

13. Election publicity is subject to rules set by the Returning Officer. Election publicity does not normally require the Union's name or details of events). Election publicity must not use any College, Union or Constituent College Union insignia, including crests and logos.
14. Elections publicity is expected to adhere to the principles outlined in this policy, in addition to requirements laid down by the Returning Officer.

### **Enforcement**

15. Where any publicity material is deemed in breach of this policy it must be removed within 24 hours. Union Bye-Law E may be invoked as a consequence of any breach, especially those with reputational impact on the Union or the College.

### **Exemption**

16. The President may exempt a person or constituent part of the Union from any of these rules, except those requiring use of English and prohibiting offensive, disreputable or libellous publicity.