



Social media

Follow the five guiding principles of our social media policy if you're using a social media space for project communications:

- 1. Take responsibility for what you write.** Identify yourself and write in the first person eg. 'I think'. Always use this disclaimer when you want to write about JISC work: "These are my personal views and opinions and not those of JISC". Never post in anger and consider what you've written in the cold light of day. Remember that anything you post in a public space can live there a long time.
- 2. Respect others.** Libel, defamation, equality and data protection laws still apply in social media spaces. Be careful what you say and how you say it. Use of a disclaimer will not protect you if you break the law. If in any doubt, don't publish or seek appropriate legal advice.
- 3. Protect privacy.** Your own, others and that of JISC. Do not publish contact details or quote private conversations (verbal or electronic) without asking permission. Do not post confidential information or internal emails in a public forum.
- 4. Respect copyright.** If you're posting, adapting or using content created by someone else, make sure you have copyright clearance, use appropriate referencing and citation, and link to content where possible.
- 5. Press or media engagement.** When talking with journalists on Twitter, Facebook or other social networks, treat their query just as you would any other media call. Anything you tweet or blog is attributable.

Contact your programme manager or communications@jisc.ac.uk if you have any queries.

Events

JISC organises and contributes to a number of events throughout the year. Where opportunities arise, we collaborate with projects to ensure a co-ordinated presence at events and exhibitions.

Check our events calendar to see which events we're going to this year: <https://wiki.jisc.ac.uk/display/events/Scheduling>. Let us know if you're organising or attending an event as we may be able to link it with other activities for bigger impact.

Our Events Toolbag equips you with everything you'll need to know about organising an event including information about events planning, venues, event management companies and guidance on how to organise your event and ensure it's environmentally friendly. For more information, go to <https://wiki.jisc.ac.uk/display/events> or contact events@jisc.ac.uk.

Publications

We encourage projects to reference and link to JISC publications where these are relevant to your work. All our publications are available in digital format from our website www.jisc.ac.uk/publications.

Some of our publications are also available in print – contact your programme manager if you need any copies for events or workshops or contact publications@jisc.ac.uk.

When referencing JISC in your work, you must use our standard text and the Harvard referencing system www.jisc.ac.uk/news/Onlinenewsroom/referencingjisc. This is particularly important for your final report. See our 'Writing your JISC final report' screencast for guidance about your report content and structure www.youtube.com/watch?v=Bcg-0yc4Nts.

For further guidance contact your programme manager or publications@jisc.ac.uk.

Contact quick reference

Communications planning communications@jisc.ac.uk
Press and PR press@jisc.ac.uk
Website, blogs and social media web@jisc.ac.uk
Events events@jisc.ac.uk
Publications publications@jisc.ac.uk

JISC Projects: Communications and Marketing

Responsibilities and Key Contacts

Communicating effectively

JISC projects are expected to:

- » Work with your programme manager and other JISC projects to develop and coordinate communications plans and activities
- » Work with JISC Communications and Marketing and JISC services to communicate JISC's strategic messages and outputs to our key audiences
- » Use the JISC brand and logo for all project outputs
www.jisc.ac.uk/brand

Your main point of contact for communications queries is your programme manager and you can also contact communications@jisc.ac.uk.

See our 'Communicating Effectively' screencast for basic guidance on how to plan your communications:
www.youtube.com/watch?v=KQzyvQPpKCK

JISC Brand

You must use the JISC logo for all your project outputs and include the wording 'JISC-funded' whenever you write or speak about your work. Ensure all your communication outputs meet the needs of your intended audience, are produced to a high standard and represent value for money as this will reflect strongly on JISC's brand and reputation.

Examples of project outputs may include, but are not limited to:

- » your website, blog or other social network site
- » presentation slides
- » final report or other publication
- » video or other multi-media
- » toolkit, software or other output.

Our logo, guidelines and standard text are available from www.jisc.ac.uk/brand

Copyright

Our standard copyright licence is the Creative Commons Attribution-Non-commercial-No derivative works 2.0 UK: England licence. All JISC-funded work that requires a copyright statement must use one of the following statements:

© JISC [year]. This work is issued under the Creative Commons Attribution-Non-commercial-No derivative works 2.0 UK: England.

© JISC [year]. This work is issued under the Creative Commons Attribution-Non-commercial-Share Alike 2.0 UK: England.

Please consult your programme manager or communications@jisc.ac.uk if you have any queries.

Press and PR

All press releases must be signed off by our Press and PR team who can increase the impact of your news item tenfold through our news channels. They can also give you advice on wording, structure of your news item and other channels you can use.

Check our news coverage page to see how our projects are making the headlines www.jisc.ac.uk/news/presscoverage

More information is available from our Online newsroom www.jisc.ac.uk/Onlinenewsroom or you can contact press@jisc.ac.uk

Websites and blogs

Any websites or blogs you establish must display a JISC logo and maintain a high quality of design, accessibility, usability and content to reflect the JISC brand.

Your project can set up a private wiki space on the JISC wiki or JISC involve blog site.

Contact web@jisc.ac.uk for more information.