Policy Code	Policy Name	
DAU 9-2	**DAU Publication policy**	
Responsible Executive	**Current Revision Date**	**Next Revision Date**
Public Relation (PR) Department	10/2023	10/2027

1. Policy Purpose

This policy guarantees the quality of all printed materials that represent DAU, also it ensures that the content provided by the university is consistent across all media and production processes. This policy covers all aspects of maintaining, publishing, and archiving DAU general publications, including catalogs, handbooks, brochures, announcements, invitations, newsletters, advertising, and website content.

2. Policy Scope

This policy applies to DAU printings, web site and all electronic publications.

3. Policy Statement

According to university policy, the Marketing and External Communication (MEC) Department and the Public Relations Department are responsible for:

- Printings,
- digital publications,
- advertising,
- logo and brand identity,
- press releases,
- social media,
- DAU website.

To advance and safeguard DAU brand, no other company or individual may be permitted to publish or distribute any of these previous objects without prior approval. DAU has ensured that all policies and manuals, faculty handbooks, student handbooks, brochures, and website are updated and kept up-to-date.

The following sections present and describe in detail the ways through which the university publishes its information to the university community and to the external public community.

Printing and Publishing

All University published or reproduced material must be coordinated through both the External Communication Department and the Public Relations Departments. This includes the publication or printing material used for internal or external distribution to provide information about the University or promote its programs, activities, and services. Periodicals, press reports, manuscripts, brochures, and booklets that carry the official pronouncements of rules and regulations from the university fall under this category, but they are not the only ones.

Additionally, the Two Departments serve as the exclusive point of contact for printing any additional printed papers as well as University stationery goods like letterhead, envelopes, and business cards.

For all institutional documents such as Catalogues, Manuals, and Handbooks, the University Council approves handbooks containing policies and procedures, such as Faculty Handbook and Student Handbook. However, other handbooks pertaining to colleges and units are approved by the Head of the unit or the College Dean.

The Two departments are also responsible for updating the printed versions as well as the material presented on the DAU website prior to being published and made it available in both print and electronic publications to students and faculty staff. Institutional documents are reviewed periodically to ensure their validity and accuracy.

Advertising

All advertising that includes television, newspapers, radio, magazines, flyers, and posters; must comply and be based on templates and formats made available by Marketing and External Communication (MEC) Department and the Public Relations (PR) Departments. When they deal with External agencies, they have the authority to decline or terminate publications of material that does not comply with DAU Publication standards.

DAU Web-Site

The DAU deans, head of the department, office directors, and managers collaborate with the (MEC) and (PR) to establish websites, design collateral and create the marketing plans for their individual units. DAU website's goal is to deliver high-quality details on the college's mission, educational options, services, academic programs, course content, events, and community offers. DAU maintains a comprehensive student database with contact details and email addresses. Faculty members primarily use emails to communicate with students on advising issues, assignments, course handouts and out-of-class assignments (LMS)

Social Media

DAU recognizes the role of social media to foster communication and the exchange of information with its community and the public. DAU maintains important postings on its social networks such as Twitter and LinkedIn. For this purpose, DAU authorizes its colleges, departments, and offices to only use its official social media accounts and staff members must not use DAU social media accounts for their own personal benefit and they shall not use their personal social media accounts to give the appearance of officially representing the University.

Whenever social media is used, the following protocol should be observed:

- Conform to best practices and policy usage.
- Clear transparency of position and role of staff at the university
- Confidential or proprietary information about the University, students, employees, or alumni shall not be posted.
- The terms of service of any social media platform shall be observed.

DAU Logos and Brand Identity

DAU logo is more than a graphic and tagline alone, it is a concept that shapes and defines the University. To ensure consistency in the promotion of DAU, no logo or symbol incorporating the name of the University, colleges, or units can be developed without prior approval from the President to avoid errors and misrepresentation of institutional identity elements. DAU logo should appear on all printings, videos, and electronic media produced by DAU offices.

Students Handbook

DAU maintains a well-developed student handbook which was recently revised. The handbook contains policies and regulations on student life, activities, services, academic, personal and career path counseling, disciplinary and penalties policies. In addition, the document clearly outlines the student rights and responsibilities and obligations while studying at DAU. The handbook shall also be available in download format on DAU website.

4. Related Policies/ Documents/ Forms

DAU 5-21 Student Communication Policy

5. Document History

Version	Issue/ Rev. Date	Updated Information/ Summary of Changes
1	10/2023	1st Issue of the Policy