



For an Open Mind

UNIVERSAL TECHNOLOGY AND MANAGEMENT UNIVERSITY

UTAMU

**UTAMU MARKETING AND
COMMUNICATION POLICY, 2026.**

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1.0 INTRODUCTION

1.1 Background

Universal Technology and Management University (UTAMU) was granted a provisional license by the National Council for Higher Education (NCHE) on 11th March 2013 (License No. UIPL022), and its name and particulars were published in the Uganda Gazette Vol. CVI No. 14 of 22nd March 2013 under Legal Notice No. 4 of 2013.

The University was established to make a difference in the training of Technology and Management Professionals across the globe. Thus, the University has positioned itself as a high-quality education and research global institution. Furthermore, the University has positioned itself to undertake consultancy, knowledge and technology transfer partnerships and business incubation.

Universal Technology and Management University (UTAMU) is committed to the provision of quality, relevant, inclusive, and innovative teaching and learning that responds to the needs of learners, industry, society, and national development priorities. This Teaching and Learning Policy establish a coherent institutional framework to guide teaching and learning practices across all academic programmes and modes of delivery at UTAMU.

This Policy is aligned with the requirements of the National Council for Higher Education (NCHE) and UTAMU's strategic direction.

1.2 Vision

The Vision of UTAMU is A global educational institution of excellence in management, science, technology and innovation.

1.3 Mission

The mission of UTAMU is to provide global quality education, research and innovation critical to economic and human development.

1.4 Core Values

The Core values of UTAMU are:

- a) **Professionalism:** making sure that staff and students conduct themselves with the highest ethical standards and taking responsibility for all their actions
- b) **Creativity:** committing to stimulating the culture of scientific and technological advancement, innovation and practical enrichment to UTAMU's stakeholders through a rich and flexible educational experience
- c) **Integrity:** adhering to ethical and moral principles in all the educational, research and innovation processes
- d) **Transparency:** seeking to provide accountability and value for money to UTAMU's stakeholders
- e) **Empowerment:** offering unsurpassed practical opportunities to UTAMU's stakeholders through industry-oriented collaborations, research engagements and incubation clusters in order to transform the educational environment
- f) **Community Engagement:** working with the community to solve the real-world problems as a focal point towards economic development

2.0 PURPOSE

The purpose of this Policy is to provide a comprehensive framework that guides and regulates all marketing and communication activities of Universal Technology and Management University (UTAMU). The Policy seeks to ensure that all communication undertaken on behalf of the University is coordinated, accurate, consistent, and aligned with the institutional vision, mission, strategic objectives, and values.

Specifically, the Policy aims to:

- a) **Establish clear guidelines for marketing and communication activities at UTAMU.**

This Policy provides a structured framework that defines the principles, standards, procedures, and responsibilities governing all institutional marketing and communication activities. It ensures that communication across the University is coordinated, professional, and aligned with institutional objectives.

- b) **Promote a strong and consistent institutional brand.**

The Policy ensures that all marketing materials, communication messages, and public engagements consistently reflect the identity, values, and reputation of UTAMU. It establishes standards for the appropriate use of the University name, logo, colours, and visual identity to strengthen brand recognition and institutional credibility.

- c) **Support student recruitment, enrolment growth, and institutional sustainability.**

Through strategic marketing and communication initiatives, the Policy supports the promotion of UTAMU's academic programmes, research

outputs, innovation initiatives, and student services in order to attract and retain qualified students, partners, and stakeholders locally, regionally, and internationally.

d) Strengthen internal and external communication systems.

The Policy establishes mechanisms to enhance communication within the University community among management, academic staff, administrative staff, and students—as well as with external stakeholders such as government agencies, regulatory bodies, alumni, industry partners, development partners, and the general public.

e) Ensure responsible and professional engagement with the media and the public.

The Policy provides guidance on how the University interacts with media organizations and public audiences to ensure that all information released is accurate, authorized, and consistent with institutional policies. It promotes transparency, accountability, and responsible public communication.

f) Enhance visibility of academic programmes, research, innovation, and community engagement activities.

The Policy supports the effective dissemination of the University's academic achievements, research outputs, community engagement initiatives, and institutional milestones to ensure that UTAMU maintains a strong presence within the higher education sector and contributes meaningfully to national and global development.

g) Promote the effective use of modern communication technologies and digital platforms.

The Policy encourages the adoption and responsible use of digital communication platforms including websites, social media, digital marketing tools, and online communication systems to enhance the reach,

accessibility, and impact of the University's communication and marketing efforts.

h) Safeguard the reputation and integrity of the University.

The Policy establishes mechanisms to protect the institutional image of UTAMU by ensuring that communication practices uphold professionalism, ethical standards, and institutional values, while also providing guidance for managing communication risks and responding effectively to reputational challenges.

3.0 OBJECTIVES

The objectives of this Marketing and Communication Policy are to provide a strategic framework that guides how Universal Technology and Management University communicates and promotes its academic, research, and community engagement activities to internal and external stakeholders.

Specifically, the policy seeks to:

a) Strengthen the visibility and reputation of the University.

The policy aims to enhance the national, regional, and international visibility of UTAMU by promoting its academic programmes, research outputs, innovation initiatives, partnerships, and institutional achievements.

b) Promote coordinated and consistent communication.

The policy seeks to ensure that all communication originating from the University reflects a consistent institutional message, avoids conflicting information, and aligns with the University's strategic direction.

c) Support student recruitment and enrolment growth.

The policy provides a framework for promoting UTAMU programmes to prospective students through strategic marketing campaigns, outreach

programmes, digital platforms, and partnerships with schools and institutions.

d) Enhance stakeholder engagement and partnerships.

The policy promotes effective communication with key stakeholders including government agencies, regulatory bodies, development partners, alumni, industry partners, parents, and the broader community.

e) Promote dissemination of research and innovation outputs.

The policy supports the effective communication of research findings, scholarly publications, innovation projects, and community engagement initiatives in order to increase the University's contribution to national development.

f) Ensure professional engagement with the media and the public.

The policy provides guidelines for responsible interaction with media institutions and public audiences in order to ensure accurate representation of the University and protection of its reputation.

g) Promote the effective use of modern communication technologies.

The policy encourages the use of digital communication tools such as institutional websites, social media platforms, online learning systems, and electronic communication channels to reach a wider audience.

h) Protect and strengthen the UTAMU institutional brand.

The policy establishes clear branding standards and ensures that all promotional materials maintain a consistent institutional identity.

4.0 SCOPE OF THE POLICY

This policy applies to:

- a) Board of Directors

- b) University Council
- c) University Senate
- d) University Management
- e) Academic and Administrative Staff
- f) Students
- g) Alumni
- h) Consultants and partners
- i) All university departments, schools and directorates.

It governs all official marketing and communication activities undertaken on behalf of UTAMU.

5.0 GUIDING PRINCIPLES

Marketing and communication at UTAMU shall be guided by the following principles:

5.1 Accuracy and Credibility

All information disseminated on behalf of the University shall be factual, verified, and communicated in a clear and responsible manner.

5.2 Transparency and Accountability

The University shall maintain openness in its communication processes and provide stakeholders with accurate and timely information regarding institutional activities.

5.3 Consistency of Messaging

All marketing and communication materials shall reflect consistent messaging aligned with the University's vision, mission, strategic priorities, and institutional values.

5.4 Professionalism

Marketing and communication activities shall be conducted with professionalism, ethical responsibility, and respect for institutional integrity.

5.5 Stakeholder Engagement

The University shall promote two-way communication and encourage feedback from stakeholders in order to improve institutional performance and responsiveness.

5.6 Inclusiveness and Cultural Sensitivity

Communication shall respect diversity and cultural differences among stakeholders and shall avoid discriminatory, offensive, or inappropriate language.

5.7 Strategic Alignment

All marketing and communication initiatives shall align with the University's Strategic Plan and contribute to achieving institutional objectives.

5.8 Digital Innovation

The University shall leverage modern communication technologies to enhance the reach, accessibility, and effectiveness of its communication strategies.

6.0 INSTITUTIONAL BRANDING

Institutional branding is a critical component of marketing and communication at UTAMU. The University brand represents the identity, reputation, and values of the institution and must be consistently presented across all communication platforms.

6.1 Official Institutional Name

The official name of the institution is:

Universal Technology and Management University (UTAMU)

All official documents, publications, and promotional materials must use the correct institutional name.

6.2 Corporate Identity Elements

The UTAMU corporate identity includes:

- Official University logo
- Institutional colours
- Official fonts and typography
- University tagline or slogan
- Institutional letterheads and templates

These elements must be used consistently across all communication materials.

6.3 Brand Protection

The use of the UTAMU name, logo, or brand identity by individuals or organizations without authorization from the University is prohibited.

All promotional materials bearing the University logo must be approved by the relevant marketing or communication office before publication.

7.0 MARKETING AND COMMUNICATION STRUCTURE

Effective marketing and communication at Universal Technology and Management University (UTAMU) shall be coordinated through a structured institutional framework designed to ensure consistency, accountability, and professionalism in all communication and promotional activities.

The marketing and communication function shall operate through a centralized system coordinated by the unit responsible for marketing and communication, with designated liaison officers across Schools, Directorates, and administrative units to ensure effective information flow and institutional visibility.

7.1 Marketing, Communication and Corporate Affairs Unit

The Marketing, Communication and Corporate Affairs Unit shall serve as the central coordinating unit responsible for planning, implementing, and monitoring all marketing and communication activities of the University.

The Unit shall work closely with University Management, Schools, Departments, and other administrative units to ensure that institutional messaging, branding, and public communication are consistent with the University's strategic priorities.

The key responsibilities of the Unit shall include, but not be limited to, the following:

7.1.1 Institutional Marketing Strategy

The Unit shall develop and implement comprehensive marketing strategies aimed at promoting the University's academic programmes, research outputs, innovation initiatives, and institutional achievements. These strategies shall support student recruitment, partnership development, and institutional visibility.

7.1.2 Public Relations Management

The Unit shall coordinate all public relations activities of the University, including maintaining positive relationships with stakeholders, managing institutional reputation, and promoting a favourable public image of the University.

7.1.3 Media Relations

The Unit shall manage the University's relationship with media institutions by coordinating press releases, media interviews, press conferences, and other media engagements. The Directorate shall ensure that all media communication accurately represents the University and aligns with institutional policies.

7.1.4 Brand Management

The Unit shall safeguard and promote the UTAMU corporate identity by ensuring consistent use of the University name, logo, colours, and branding elements across all communication platforms and promotional materials.

7.1.5 Digital Marketing

The Unit shall manage digital marketing initiatives including social media campaigns, online advertising, digital content creation, and the promotion of academic programmes through digital platforms.

7.1.6 Website Management

The Unit shall oversee the development, maintenance, and continuous updating of the University's official website to ensure that information about programmes, research, admissions, events, and institutional activities is accurate, accessible, and up to date.

7.1.7 Event Promotion and Coordination

The Unit shall coordinate the promotion and publicity of University events including academic conferences, public lectures, exhibitions, graduation ceremonies, open days, and other institutional functions.

7.1.8 Production of Marketing and Communication Materials

The Unit shall oversee the design and production of institutional promotional materials such as brochures, flyers, banners, newsletters, videos, documentaries, and other communication materials used for institutional marketing.

7.1.9 Corporate Communication Coordination

The Unit shall coordinate official communication issued by the University to internal and external stakeholders, ensuring that communication is consistent, timely, and aligned with the University's strategic objectives.

7.1.10 Monitoring and Evaluation of Communication Activities

The Unit shall monitor and evaluate the effectiveness of marketing and communication initiatives through communication audits, stakeholder feedback, and performance indicators.

7.2 Role of the Vice Chancellor

The Vice Chancellor shall serve as the **Chief Institutional Spokesperson** of Universal Technology and Management University.

In this capacity, the Vice Chancellor shall be responsible for providing official statements on behalf of the University on matters relating to institutional policy, governance, strategic direction, and major developments affecting the University.

The Vice Chancellor shall:

- a) represent the University in official public engagements;
- b) provide authoritative communication on institutional matters;
- c) approve major institutional announcements and public statements;
- d) guide communication during sensitive or crisis situations.

The Vice Chancellor may delegate spokesperson responsibilities to authorized officials including the Deputy Vice Chancellor, Head of Marketing, Communication and Corporate Affairs, or other designated officers when necessary.

Such delegation shall ensure that communication remains coordinated and consistent with institutional policies.

7.3 School and Directorate Marketing Liaison Officers

To ensure effective coordination of marketing and communication activities across the University, each School, Directorate, or major administrative unit shall designate a Marketing Liaison Officer.

The Marketing Liaison Officer shall act as the focal point between the respective unit and the Directorate of Marketing, Communication and Corporate Affairs.

The responsibilities of the Marketing Liaison Officer shall include:

7.3.1 Coordination of Marketing Information

The Liaison Officer shall coordinate the collection and sharing of marketing and communication information from the respective School or Directorate, including updates on academic programmes, research projects, student achievements, and institutional activities.

7.3.2 Submission of Content for Publication

The Liaison Officer shall submit relevant content, announcements, and updates to the Directorate of Marketing and Communication for publication on institutional platforms such as the website, newsletters, and social media channels.

7.3.3 Support for Student Recruitment Campaigns

The Liaison Officer shall support recruitment activities by providing accurate programme information, participating in outreach initiatives, and assisting in the promotion of academic programmes offered by the respective School or Directorate.

7.3.4 Promotion of Research and Academic Outputs

The Liaison Officer shall facilitate the promotion of research outputs, publications, conferences, and academic achievements within the respective unit to enhance institutional visibility.

7.3.5 Coordination of Unit-Level Events

The Liaison Officer shall work with the Marketing, Communication and Corporate Affairs Unit to promote and publicize events organized by the respective School or Directorate.

7.3.6 Ensuring Compliance with Branding Guidelines

The Liaison Officer shall ensure that all promotional materials produced by the School or Directorate comply with the University's branding and communication standards.

8.0 MARKETING STRATEGIES

Universal Technology and Management University (UTAMU) shall implement a comprehensive and integrated marketing strategy designed to promote the University's academic programmes, research outputs, innovation initiatives, and community engagement activities. The marketing strategy shall aim to enhance institutional visibility, attract qualified students, strengthen partnerships, and support the long-term sustainability and growth of the University.

The University shall adopt a diversified marketing approach that combines traditional marketing methods with modern digital communication strategies.

8.1 Student Recruitment Marketing

Student recruitment is a key component of the University's marketing strategy. UTAMU shall implement targeted recruitment initiatives aimed at attracting qualified and diverse students locally, regionally, and internationally.

Key student recruitment marketing initiatives shall include:

a) Career Guidance Outreach

The University shall organize career guidance programmes and outreach activities in secondary schools and other educational institutions to provide prospective students with information about academic programmes, career opportunities, and admission requirements.

These activities shall include career talks, school visits, interactive sessions, and information sharing on higher education opportunities at UTAMU.

b) Secondary School Engagement

UTAMU shall establish and maintain partnerships with secondary schools and other educational institutions through structured engagement programmes aimed at promoting awareness of the University's academic programmes and institutional strengths.

Such engagements may include school visits, academic mentorship programmes, competitions, and collaborative educational initiatives.

c) Education Exhibitions and Career Fairs

The University shall participate in national and regional education exhibitions, career fairs, and academic expos to showcase its programmes, facilities, and achievements to prospective students and stakeholders.

These platforms shall be used to distribute promotional materials, interact with potential applicants, and provide guidance on programme selection and admissions.

d) Digital Recruitment Campaigns

The University shall utilize digital platforms to conduct targeted recruitment campaigns aimed at reaching prospective students through online channels such as social media, email marketing, and digital advertising.

Digital campaigns shall provide information about admission opportunities, application procedures, scholarships, and academic programmes.

e) Alumni Ambassador Programmes

UTAMU shall establish alumni ambassador initiatives that encourage alumni to promote the University within their professional networks and communities.

Alumni ambassadors may participate in recruitment events, mentorship programmes, and promotional activities aimed at strengthening the University's reputation and attracting prospective students.

8.2 Digital Marketing

Recognizing the increasing role of digital communication in higher education marketing, UTAMU shall prioritize the use of digital platforms to promote its academic programmes and institutional activities.

Digital marketing initiatives shall include:

a) Website Promotion

The University's official website shall serve as the primary digital platform for providing comprehensive information about academic programmes, admissions, research, events, and institutional developments.

The website shall be regularly updated to ensure that information is accurate, accessible, and user-friendly.

b) Social Media Campaigns

UTAMU shall maintain official social media accounts to engage with prospective students, alumni, partners, and the public. Social media campaigns shall be used to

promote institutional achievements, academic programmes, student activities, and community engagement initiatives.

c) Search Engine Optimization (SEO)

The University shall optimize its digital content to ensure that its website and online materials are easily discoverable through search engines, thereby increasing visibility among prospective students and stakeholders.

d) Online Advertising

The University may utilize online advertising platforms, including search engine advertisements and social media advertising, to promote academic programmes, admissions periods, and institutional events.

e) Virtual Open Days

UTAMU shall organize virtual open days and online information sessions to provide prospective students and stakeholders with opportunities to interact with School members, learn about academic programmes, and explore the University's learning environment.

8.3 Institutional Visibility

To enhance its reputation and strengthen its presence in the higher education sector, UTAMU shall implement strategies aimed at increasing institutional visibility at national and international levels.

These initiatives shall include:

a) Media Features

The University shall engage with media houses to promote coverage of institutional achievements, academic programmes, research breakthroughs, and community impact initiatives.

Media engagement may include interviews, press releases, opinion articles, and special features highlighting UTAMU activities.

b) Academic Publications

UTAMU shall promote the publication of scholarly work produced by school members, researchers, and students in academic journals, books, conference proceedings, and other scholarly platforms.

Such publications enhance the University's academic reputation and contribute to knowledge generation.

c) Public Lectures

The University shall organize public lectures, seminars, and conferences featuring prominent scholars, industry leaders, policymakers, and experts in various fields.

These events shall promote intellectual exchange and increase the University's engagement with the broader community.

d) Research Dissemination

UTAMU shall actively disseminate research findings through academic conferences, policy briefs, research publications, and public engagement initiatives.

Research dissemination shall support knowledge transfer and demonstrate the University's contribution to societal development.

e) Corporate Partnerships

The University shall establish partnerships with industry, government agencies, professional bodies, and development partners to promote collaboration in research, innovation, internships, and capacity building.

Such partnerships strengthen the University's relevance to the labour market and enhance opportunities for students and staff.

9.0 COMMUNICATION CHANNELS

Universal Technology and Management University shall utilize multiple communication channels to ensure effective dissemination of information to internal and external stakeholders. These channels shall facilitate timely, accurate, and accessible communication across the University community.

The selection of communication channels shall consider the nature of the message, the target audience, and the desired impact of the communication.

9.1 Print Communication

Print communication remains an important method of disseminating information to stakeholders. UTAMU shall utilize various print media to promote institutional activities and provide information about academic programmes and services.

Print communication materials may include:

a) Brochures

Brochures shall be used to provide detailed information about academic programmes, admission requirements, facilities, and student services offered by the University.

b) Newsletters

Institutional newsletters shall provide regular updates on University developments, academic achievements, research activities, and community engagement initiatives.

c) Magazines

University magazines may be produced periodically to highlight institutional milestones, alumni success stories, research breakthroughs, and other notable achievements.

d) Posters

Posters shall be used to promote University events, seminars, workshops, conferences, and academic activities.

e) Banners

Banners may be displayed during exhibitions, conferences, and institutional events to promote UTAMU programmes and institutional identity.

f) Flyers

Flyers shall be used as quick-reference promotional materials for disseminating information about academic programmes, admissions, and upcoming events.

9.2 Broadcast Media

Broadcast media provides a platform for reaching a wider audience and promoting institutional visibility.

UTAMU shall utilize broadcast media through:

a) Radio Programmes

The University may participate in radio programmes, talk shows, and interviews to discuss academic programmes, research initiatives, and institutional developments.

b) Television Interviews

University leaders, faculty members, and experts may participate in television interviews and panel discussions to promote UTAMU activities and share expert knowledge on national and global issues.

c) Documentaries

Documentaries may be produced to highlight the University's academic achievements, research projects, community engagement activities, and institutional milestones.

d) Podcasts

The University may produce podcasts featuring discussions with academic experts, researchers, alumni, and industry partners to share knowledge and promote the University's intellectual contributions.

9.3 Digital Platforms

Digital communication platforms provide efficient and accessible channels for disseminating information to large audiences.

UTAMU shall utilize the following digital platforms:

a) Official Website

The official University website shall serve as the primary source of institutional information including academic programmes, admissions, research outputs, events, and official announcements.

b) Email Communication

Official email communication shall be used to share information with staff, students, partners, and other stakeholders.

c) Social Media Platforms

The University shall maintain official social media accounts to promote institutional activities, engage stakeholders, and share updates on academic programmes and events.

d) Student Portals

Student portals shall be used to provide students with access to academic information including registration details, course materials, academic results, and administrative announcements.

e) Learning Management Systems

The University's learning management systems shall facilitate communication between lecturers and students, support online learning, and provide access to course materials and academic resources.

10.0 MEDIA RELATIONS

Universal Technology and Management University (UTAMU) recognizes the media as a strategic stakeholder and an important partner in promoting transparency, accountability, and public awareness of the University's activities. Effective media engagement enhances institutional visibility and strengthens the University's reputation.

10.1 Coordination of Media Engagement

All official engagement with the media shall be coordinated through the Marketing, Communication and Corporate Affairs unit.

The Directorate shall:

- Serve as the primary point of contact between the University and media houses.
- Coordinate press briefings, media interviews, and press conferences.
- Prepare and distribute official press releases and media statements.
- Provide media training and guidance to authorized spokespersons.
- Monitor media coverage relating to the University and advise management accordingly.

No communication to the media shall be issued without prior clearance from the Directorate and authorization from the Vice Chancellor or a duly designated official.

10.2 Authorized Spokespersons

The Vice Chancellor shall serve as the Chief Institutional Spokesperson of the University.

The Vice Chancellor may designate specific officers to speak on behalf of the University in their respective areas of competence. Such officers may include:

- a) Deputy Vice Chancellor
- b) Academic Registrar
- c) Head of Marketing and Communication and Corporate Affairs unit
- d) Deans or Heads of Departments (on academic matters)
- e) Any other authorized official

No staff member shall issue statements, grant interviews, or make public comments to the media on behalf of UTAMU without formal authorization.

10.3 Media Relationship Management

The University shall maintain constructive and professional relationships with media houses and journalists to promote accurate and balanced reporting of University activities.

This shall include:

- a) Timely provision of verified information.
- b) Professional and respectful engagement with journalists.
- c) Organization of media briefings and institutional events.
- d) Prompt clarification of misinformation or inaccurate reporting.

Where inaccurate or misleading information about the University is published, the Directorate shall coordinate appropriate corrective measures, including formal responses, clarifications, or retractions where necessary.

11.0 SOCIAL MEDIA MANAGEMENT

UTAMU acknowledges the importance of social media as a strategic communication and engagement tool. Social media platforms enhance visibility, stakeholder engagement, recruitment, and dissemination of information.

11.1 Management of Official Social Media Platforms

All official UTAMU social media accounts shall be centrally managed and regulated by the Directorate of Marketing, Communication and Corporate Affairs.

The Directorate shall:

- a) Approve the creation of all official University social media accounts.
- b) Develop and enforce social media content standards.
- c) Ensure brand consistency across all platforms.
- d) Monitor engagement, feedback, and public responses.
- e) Archive official social media communications where necessary.

No School, Directorate, Department, or staff member shall establish an official UTAMU-branded social media account without prior approval from the Directorate.

11.2 Guidelines for Staff and Students

Staff and students using social media, whether on official or personal accounts, shall:

- a) Respect the reputation and integrity of the University.
- b) Avoid disclosure of confidential, proprietary, or sensitive information.
- c) Refrain from publishing defamatory, offensive, discriminatory, or harmful statements.
- d) Avoid engaging in online conduct that may damage the image of the University.

All members of the University community must exercise professionalism and responsible digital citizenship in their online activities.

11.3 Personal Opinions and Representation

Staff and students are entitled to personal expression on social media platforms.

However:

- a) Personal opinions must not be represented as official positions of UTAMU.
- b) Where appropriate, individuals may include disclaimers indicating that their views are personal and do not represent the University.
- c) Use of the University name, logo, or official branding on personal platforms without authorization is prohibited.

Failure to adhere to social media guidelines may result in disciplinary action in accordance with University regulations and applicable laws.

12.0 CRISIS COMMUNICATION

UTAMU is committed to protecting its reputation, ensuring public trust, and responding promptly and effectively to situations that may threaten institutional integrity.

A crisis may include, but is not limited to:

- a) Security incidents
- b) Public controversies
- c) Legal disputes
- d) Reputational threats
- e) Operational disruptions
- f) Natural disasters

- g) Health emergencies
- h) Cybersecurity breaches

12.1 Crisis Communication Management Team

In situations that threaten the reputation or operations of the University, a Crisis Communication Management Team (CCMT) shall be activated.

The team may include:

- a) Vice Chancellor (Chairperson)
- b) Deputy Vice Chancellor
- c) Academic Registrar
- d) Head of Marketing and Communication and Corporate Affairs Unit
- e) University Secretary / Head Legal Services
- f) Head of ICT Services
- g) Officer responsible for Security matters in the University
- h) Any other relevant officer depending on the nature of the crisis

The composition of the team may be adjusted based on the specific circumstances of the crisis.

12.2 Roles and Responsibilities of the Crisis Communication Management Team

The Crisis Communication Management Team shall:

- a) Assess the nature, scope, and impact of the crisis.
- b) Develop a coordinated communication strategy.
- c) Designate an official spokesperson.
- d) Approve all public statements and media responses.
- e) Ensure accurate, timely, and consistent communication to stakeholders.

- f) Monitor public reaction and media coverage.
- g) Provide regular updates to internal and external stakeholders.
- h) Maintain proper documentation of all crisis communication activities.

12.3 Principles of Crisis Communication

All crisis communication shall be guided by the following principles:

- a) Accuracy – Only verified information shall be communicated.
- b) Timeliness – Communication shall be prompt to prevent misinformation.
- c) Transparency – The University shall communicate honestly while respecting confidentiality obligations.
- d) Consistency – Messaging shall be unified across all communication channels.
- e) Accountability – The University shall take responsibility where appropriate and outline corrective actions.

12.4 Internal Communication During a Crisis

The University shall prioritize internal communication with staff and students during crisis situations to ensure clarity, safety, and institutional coordination.

Official updates shall be disseminated through:

- a) Official email communication
- b) Website announcements
- c) Student portals
- d) Approved social media platforms
- e) Emergency communication systems where applicable

12.5 Post-Crisis Review

After resolution of a crisis, the Crisis Communication Management Team shall conduct a review to:

- a) Evaluate the effectiveness of the response.
- b) Identify communication gaps.
- c) Recommend improvements.
- d) Update crisis communication procedures where necessary.

13.0 EVENTS AND CORPORATE FUNCTIONS

Universal Technology and Management University (UTAMU) recognizes official events and corporate functions as strategic platforms for enhancing institutional visibility, strengthening stakeholder engagement, and reinforcing the University brand.

All official University events shall be planned, coordinated, and communicated in accordance with institutional branding and communication standards.

13.1 Scope of Official Events

This provision applies to all major institutional events, including but not limited to:

- a) Graduation ceremonies
- b) Conferences and symposia
- c) Academic exhibitions
- d) Public lectures and seminars
- e) Institutional launches and commissioning ceremonies
- f) Partnership signings and corporate engagements
- g) Award ceremonies and recognition events
- h) Open days and recruitment events

13.2 Coordination and Oversight

All official University events shall be coordinated through the Directorate of Marketing, Communication and Corporate Affairs.

The Directorate shall:

- a) Provide branding and communication guidelines for the event.
- b) Coordinate media coverage and public announcements.
- c) Approve event publicity materials.
- d) Ensure proper use of institutional logos, colours, and messaging.
- e) Support protocol management and stakeholder communication.
- f) Provide guidance on documentation, photography, videography, and post-event reporting.

Schools, Directorates, and Departments organizing events shall notify and work closely with the Directorate at the planning stage to ensure alignment with institutional standards.

13.3 Branding and Representation at Events

All official events shall:

- a) Reflect the institutional identity and values of UTAMU.
- b) Maintain consistency in branding, messaging, and visual presentation.
- c) Observe appropriate corporate protocol and professional standards.
- d) Ensure accuracy in representation of academic programmes and partnerships.

No event shall use the University name, logo, or identity for external promotion without prior authorization.

14.0 ADVERTISING AND PROMOTIONAL MATERIALS

Advertising and promotional activities play a critical role in promoting the University's academic programmes and institutional activities. All promotional communication must be accurate, ethical, and aligned with institutional standards.

14.1 Approval of Advertisements

All advertisements related to UTAMU programmes, events, services, or partnerships must:

- a) Be reviewed and approved by the Marketing, Communication and Corporate Affairs Unit prior to publication or dissemination.
- b) Be factually accurate and verifiable.
- c) Comply with national higher education regulatory requirements.

No School, Directorate, or staff member shall independently publish or distribute promotional content without prior clearance.

14.2 Accuracy of Programme Information

All advertisements and promotional materials must:

- a) Accurately reflect programme accreditation and regulatory approvals.
- b) Clearly state admission requirements and eligibility criteria.
- c) Avoid misleading, exaggerated, or unverifiable claims.
- d) Comply with guidelines issued by relevant higher education regulatory bodies.

The University shall not advertise programmes that have not received the necessary approvals from regulatory authorities.

14.3 Institutional Branding Standards

All promotional materials shall:

- a) Conform to UTAMU's official branding and visual identity guidelines.
- b) Use approved logos, fonts, colours, and templates.
- c) Maintain professional design standards.
- d) Reflect consistency in messaging and tone.

The Directorate shall maintain and periodically update a Brand Guidelines Manual to guide the production of promotional materials.

15.0 RESPONSIBILITIES OF STAFF

Every staff member of UTAMU plays a role in safeguarding the institutional image and supporting effective communication.

15.1 General Responsibilities

All staff members shall:

- a) Adhere to the provisions of this Marketing and Communication Policy.
- b) Protect and uphold the reputation and integrity of the University.
- c) Communicate professionally, ethically, and respectfully with stakeholders.
- d) Provide accurate and timely information within their areas of responsibility.
- e) Support marketing and communication initiatives when requested.

15.2 Representation of the University

Staff members representing the University at conferences, workshops, public events, or in professional engagements shall:

- a) Present themselves in a manner consistent with institutional values.

- b) Ensure that information shared about UTAMU is accurate and authorized.
- c) Avoid making public statements that may misrepresent University policies or positions.

15.3 Collaboration with the Directorate

Academic and administrative units shall collaborate with the Marketing and Communication and Corporate Affairs Unit by:

- a) Providing timely updates on achievements, research outputs, and events.
- b) Submitting verified content for publication.
- c) Participating in recruitment campaigns and outreach activities.
- d) Supporting institutional branding initiatives.

Failure to adhere to the provisions of this policy may result in administrative or disciplinary action in accordance with University regulations.

16.0 MONITORING AND EVALUATION

To ensure effective implementation and continuous improvement, the University shall establish mechanisms for monitoring and evaluating marketing and communication activities.

16.1 Oversight Responsibility

The Marketing, Communication and Corporate Affairs Unit shall be responsible for monitoring the implementation of this Policy.

16.2 Communication Audits

The Directorate shall conduct periodic communication audits to:

- a) Assess brand consistency across platforms.
- b) Evaluate effectiveness of communication channels.
- c) Identify gaps in messaging and stakeholder engagement.
- d) Review compliance with institutional standards.

Audit findings shall inform improvements in strategy and implementation.

16.3 Marketing Performance Indicators

The Directorate shall establish measurable marketing performance indicators, which may include:

- a) Student application and enrolment trends.
- b) Website traffic and digital engagement metrics.
- c) Social media growth and interaction rates.
- d) Media coverage and public visibility indicators.
- e) Stakeholder satisfaction levels.

These indicators shall be used to evaluate the impact and return on investment of marketing initiatives.

16.4 Reporting

The Marketing, Communication and Corporate Affairs Unit shall prepare annual reports on marketing and communication activities and submit them to University Management.

The report shall include:

- a) Summary of key activities undertaken.
- b) Performance against established targets.
- c) Budget utilization.

- d) Challenges encountered.
- e) Recommendations for improvement.

17. Approvals

This policy is approved by the Senate and University Council. It takes effect from the date of approval.

Signed on this.....27th.....day of.....March..... 2026

By:


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Chairperson, University Council


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Vice Chancellor

