

# Publicity Policy

Promotional and recruitment materials (advertisements, publications, web and digital content) play a major part in the student decision-making process; potentially, any of these could form the basis of a contract between student and Rose of York Language School, and there is an increasing need to develop and maintain quality control mechanisms. Rose of York Language School's academic standing and self-esteem are reflected in high standards of content and presentation.

Rose of York Language School is committed to ensuring that all its publicity and published information, whether electronic or physical, is trustworthy, accurate and legal.

For the avoidance of doubt, this policy covers:

- Website (Main medium; languages currently offered: English, Italian, Spanish, Japanese, Korean, Mandarin)
- Advertising
- Course leaflets, flyers and other promotional materials
- Social media promotions
- Posters
- Press articles or releases

This policy aims to ensure that:

- Rose of York Language School presents and promotes itself to external audiences positively and effectively, making the best possible use of resources through strategic planning
- All promotional and recruitment materials, including web and digital content, represent and reflect the school's brand, culture and ethos in a coherent and consistent way. They should be accurate, up-to-date and representative; accessible and user-friendly; and effectively address the needs of potential applicants
- Any external requirements placed on the school regarding publications and publicity are observed; these include statutory requirements, such as those relating to the needs of people with a disability

Who is responsible:

- The Managing Director
- The Head of Sales and Marketing

All publicity and marketing materials relating to programmes, partnerships or collaborative agreement requires the approval of the Managing Director

All departments and individual members of staff are expected to work within this policy and to ensure that all material intended for external distribution is produced in accordance with Rose of York Language School policies and procedures.

Although Rose of York Language School endeavours to keep all published materials up-to-date and accurate, content is subject to change and updated as soon and efficiently as possible.

Reviewed: October 2020

Due to be revised: October 2021