



DIRECTIVE ON PROMOTION AND CORPORATE COMMUNICATION

SECTION ONE

Purpose, Scope, and Definitions

1. Short Title

“Arkin University of Creative Arts and Design (ARUCAD) Directive on Promotion and Corporate Communication”.

2. Definitions

For the purposes of this Directive, the following terms shall have the meanings set out below;

- a) University: ARUCAD University,
- b) Board of Trustees, Senate, or the relevant Administrative Board: ARUCAD Board of Trustees, ARUCAD Senate, or the relevant ARUCAD Administrative Board,
- c) Rector: the Rector of ARUCAD,
- d) Department Directorate: The Directorate of Promotion and Corporate Communication,
- e) Corporate Communication: All communication activities conducted by the University with its internal and external stakeholders and planned in line with strategic objectives,
- f) Promotional Activities: Communication activities aimed at increasing the visibility of the University’s academic programs, events, and institutional values at national and international levels,
- g) Corporate Identity: The logo, colors, typography, design language, and representation standards used in all visual and written communication materials of the University,
- h) Communication Request: Official requests submitted by university units regarding communication, promotion, content production, and design processes,
- i) Content Production: The processes of planning, preparing, and publishing written, visual, video, and digital materials,
- j) Digital Communication Channels: The University’s website, social media accounts, and other online publishing platforms,
- k) Event: Organizations conducted within the University for academic, artistic, cultural, social, promotional, or institutional representation purposes,
- l) Event Communication Plan: The planning covering communication, media, content production, and visibility activities before, during, and after an event,
- m) Protocol and Representation Process: The official invitation, hosting, and institutional representation processes of the University at events requiring high-level representation,
- n) Stakeholder: Internal and external persons, institutions, and organizations affected by the University’s activities or affecting the University’s activities,
- o) Corporate Archive: The digital recording system in which all content produced within the scope of promotion and corporate communication activities is systematically stored,
- p) Data Security: The technical and administrative measures ensuring the protection of digital content and communication data against unauthorized access, loss, and destruction,
- q) Performance Indicators: Measurable objectives of communication activities such as reach, interaction, visibility, and feedback rates,

- r) PDCA Cycle: The continuous improvement approach based on the principles of Plan-Do-Check-Act,

3. Purpose

The purpose of this Directive is to determine the principles and procedures regarding the planning, coordination, implementation, monitoring, evaluation, and sustainable execution within institutional integrity of the promotion and corporate communication activities conducted within Arkin University of Creative Arts and Design. Promotion and corporate communication activities are conducted in line with the University's mission, vision, strategic plan, and quality assurance policies, on the basis of corporate identity and brand integrity.

4. Scope

This Directive covers corporate communication and promotion strategies, communication processes directed toward internal and external stakeholders, digital communication and social media management, press and media relations, promotional activities, content production, graphic design, and visual communication processes, internal announcement and information activities, and the monitoring, evaluation, and reporting of communication processes.

SECTION TWO

Areas and Activities of Corporate Communication and Promotion

5. Scope of Corporate Communication and Promotion

Corporate communication activities cover the following areas:

- (1) Website content management (news, announcements, visual and written content),
- (2) Social media management and digital communication activities,
- (3) Internal communication and information activities,
- (4) Printed and digital promotional materials (catalogues, brochures, posters, etc.),
- (5) Event communication and media visibility,
- (6) Graphic design, video, and visual content production,
- (7) Application of corporate identity standards,
- (8) Communication activities aimed at increasing the national and international visibility of the University,
- (9) Processes related to the planning, organization, coordination, implementation, announcement, and evaluation of events organized within the University.

6. General Principles of Corporate Communication and Promotion Activities

- (1) All communication and promotion activities conducted within the University are carried out under the coordination of the Directorate of Promotion and Corporate Communication.
- (2) Promotional activities directed toward prospective students are planned and carried out in line with the University's strategic objectives and brand positioning.
- (3) The principles of consistency, accuracy, institutional representation, and transparency are taken as the basis in corporate communication processes.
- (4) Communication and promotion activities are conducted in alignment with quality assurance, stakeholder information, and institutional visibility objectives.
- (5) Communication requests submitted by academic and administrative units are evaluated within the framework of planning, prioritization, and corporate communication strategy.
- (6) A performance-oriented approach is adopted in communication activities by taking into consideration digital reach, interaction, and visibility indicators.

SECTION THREE

Duties and Responsibilities

7. Area of Responsibility of the Directorate of Corporate Communication

The Directorate of Promotion and Corporate Communication;

- (1) Ensures the preparation, implementation, and updating of the University's corporate communication and promotion strategy.
- (2) Ensures that corporate communication activities are carried out in alignment with the University's mission, vision, strategic plan, and quality assurance policies.
- (3) Conducts content planning and ensures the coordination of the website, social media, press, digital platforms, and other communication channels.
- (4) Plans the content production processes related to communication and promotion activities; carries out task distribution, production scheduling, and prioritization procedures.
- (5) Ensures that graphic design, video, photography, and other visual content production processes are carried out in accordance with corporate identity standards.
- (6) Conducts the communication planning of university events; coordinates visibility, media relations, and stakeholder information processes.
- (7) Evaluates and prioritizes communication requests submitted by academic and administrative units and ensures that the processes are carried out in line with the planned schedule.
- (8) In cases requiring urgent or strategic communication, carries out communication processes within the framework of prioritized workflow.
- (9) Ensures the protection of corporate identity integrity; supervises the compliance of content to be published with institutional representation, communication language, and visual standards.
- (10) Strengthens institutional representation and brand visibility in communication activities conducted with the University's internal and external stakeholders.
- (11) Monitors reach, interaction, and visibility data related to communication activities; evaluates performance indicators and develops improvement recommendations.
- (12) Ensures that communication materials and visual content produced are recorded and updated within the scope of the corporate archive.
- (13) Coordinates the planning processes of events to be organized within the University; contributes to determining the purpose, scope, schedule, and task distribution of the event.
- (14) Ensures inter-unit coordination during the implementation of events; ensures that the operational process proceeds in line with institutional representation principles.
- (15) Plans and carries out visual, video, and written content production related to events.
- (16) Supports institutional representation processes by ensuring coordination with relevant units at events requiring protocol procedures.
- (17) Evaluates post-event media reflections, reach data, and performance indicators; prepares reports when necessary.
- (18) Ensures the continuous improvement of communication processes within the scope of the Plan-Do-Check-Act (PDCA) cycle.

8. Event Planning and Coordination Process

- (1) Academic, artistic, cultural, and promotional events to be organized within the University are carried out under the coordination of the Directorate of Promotion and Corporate Communication.
- (2) The communication, announcement, media, and visibility processes of events are organized in a planned and scheduled manner.
- (3) Post-event evaluation and reporting processes are carried out.

9. Content, Design, and Visual Production Processes

- (1) Written, visual, and digital content required by the University is prepared in line with the corporate communication strategy.
- (2) Graphic design and visual production processes are carried out in accordance with corporate identity standards.
- (3) Video and photography shoots are conducted within the scope of planned communication activities.
- (4) Compliance of the produced content with technical, aesthetic, and institutional quality standards is ensured.
- (5) Content published on social media and digital platforms is evaluated in terms of suitability for the target audience and access performance.

SECTION FOUR

Submission of Requests, Workflow Monitoring, and Corporate Identity Publication Approval

10. Submission of Requests and Workflow Monitoring

- (1) Communication, promotion, and design requests submitted by the Rectorate and university units are planned and carried out by the Directorate of Promotion and Corporate Communication in line with corporate communication priorities.
- (2) Communication and design requests related to events carried out by academic and administrative units are submitted to the Directorate of Promotion and Corporate Communication through the electronic information management system.
- (3) Submitted requests are evaluated and planned in line with the appropriate workflow within the framework of content scope, target audience, priority level, and the corporate communication plan.
- (4) Requests carrying strategic priority or time sensitivity are evaluated on a priority basis.
- (5) In cases requiring crisis or urgent communication, communication processes are carried out within the scope of accelerated workflow.
- (6) The evaluation and execution processes of requests are recorded; information sharing is conducted with relevant units when necessary.

11. Corporate Identity and Publication Approval

- (1) All communication and promotional materials are prepared in accordance with the University's corporate identity and communication standards.
- (2) Content to be published on corporate communication channels is reviewed by the authorized unit and the necessary approval process is completed before publication.
- (3) In content that may affect institutional representation and brand integrity, approval from senior management is obtained when deemed necessary.

12. Digital Archive and Data Security

- (1) All written, visual, and digital content produced within the scope of Promotion and Corporate Communication activities is recorded within the scope of the corporate archive system and updated regularly.
- (2) The corporate archive covers photographs, videos, graphic design materials, press releases, announcements, and published digital content.
- (3) In the processes of storing, accessing, and backing up digital content, actions are taken in accordance with the provisions of the legislation in force regarding data security and the protection of personal data.

- (4) Necessary technical and administrative measures are taken against unauthorized access, data loss, or situations that may impair content integrity.
- (5) Reach and performance data obtained during corporate communication processes are securely stored and used only by authorized persons.
- (6) The traceability of archived content in terms of corporate identity and brand integrity is ensured.

13. Monitoring, Evaluation, and Continuous Improvement

- (1) Corporate communication activities are evaluated regularly.
- (2) Reach rates, interaction data, visibility level, and feedback regarding communication activities are used as performance indicators.
- (3) Communication strategies are updated through the analysis of stakeholder feedback.
- (4) Produced communication materials and published content are stored within the scope of the corporate archive.
- (5) Processes are improved within the scope of the PDCA cycle.

SECTION FIVE Other Provisions

14. Cases Not Included in the Directive

In cases where no provision is included in this Directive; the provisions of other relevant legislation of ARUCAD and the decisions of the Board of Trustees, Senate or the relevant Board of Directors shall apply.

15. Entry into Force

This Directive shall enter into force as of the date it is approved by the Senate of Arkin University of Creative Arts and Design.

16. Authority to Execute

The provisions of this Directive shall be executed by the Rector of Arkin University of Creative Arts and Design.