

Use of the University's Name

These guidelines deal with how and when it is acceptable for individuals to use the name of the University when communicating with the public or other external audiences. For example, when speaking to print, online or broadcast media, in scientific articles, in extra mural lectures, in student recruitment material, or on social media or other digital/online platforms.

While we do not propose rigid regulation, it is important to have guidelines in place to reduce the risk of occasions or content that might give rise to misunderstanding.

In these guidelines we cover:

- Persons authorised to speak for the University
- Spokespersons for units within the University
- , Academic and professional comment

they are promoting or for which they are responsible. They may also receive external enquiries.

5. In routine communication with stakeholders, the heads or other duly authorised officers of units are free to provide information, make statements or express views on behalf of the body they represent. However, on sensitive issues or those that could impact on the reputation of the unit or University – for example, when the enquiry has come from a journalist or MP - the heads or other duly authorised officers of units are required to co-ordinate the response with the External Relations division.

Academic and professional comment

6. Academic and professional services staff are free to publicise and comment on their own work and areas of expertise, provided they are clear that they are not speaking on behalf of the University.

For example, an academic researcher is authorised to speak about their own research but not to provide an official sta

When the opinion expressed is not directly related to the author's own area of academic or professional expertise, members should not use the name or address of the University.