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GBS Public Information Policy

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Policy lead (Staff member accountable)	Director Academic Standards and Quality
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Related GBS

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6.2. Any images, video or music must be the copyright of GBS or where this is not the case, must only be used with permission.

6.3. The Digital Marketing Team also monitors all digital outlets for potentially offensive material and aims to ensure that any material is removed as appropriate. Social networking sites badged as belonging to GBS, departments or functions must be managed appropriately, with processes in place to deal with user-created content and behaviours of participants who may not be formally part of GBS.

7. THEMATIC AUDIT

7.1. Purpose

7.1.1. The purpose of the Thematic Audit is to provide a mechanism which enables GBS to confirm that the Public Information Policy is being applied consistently across all outlets.

7.2. Ownership

7.2.1. Thematic audits are overseen by the Marketing Department and managed and led by the Chief Marketing Officer in association with the CEO.

7.3. Audit Procedure

7.3.1. A number of thematic audits will normally be undertaken through the course of the academic year. Such audits will cover specified areas such as the prospectus, the website and VLE to assess current content and practice across all relevant aspects of the UK QAA Quality Code.



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ANNEX 1- PROFORMA FOR PUBLIC

Proforma for Public Information Sign-off