

Front Page Promotional Policy - NSAC Website

Purpose:

The NSAC website is a key sales and positioning tool for the university and as such its usage is primarily geared to prospective learners. Its organization is gauged around the needs and preferences of this primary group with consideration given to sub-groups such as other partners, alumni and associates.

Content:

A key design element provided on the front page of the site, is frequently changing photo-links that allow the university to promote and highlight key events and activities of the institution. These links, currently limited to three, will change frequently to provide fluidity and movement to the site. Research shows that dynamic page content increases the likelihood of repeat visitors to a site.

The links on this page are meant specifically to position the university with prospective learners as a high quality, innovative institution that is a leader in post-secondary education. More specifically, these links will:

- ▶ promote key successes, upcoming events/conferences and other related news of the university;
- ▶ disseminate information in a way that reflects a standard of quality commensurate with the university;
- ▶ be updated in a frequent and timely fashion;

Process:

The Public Relations office is responsible for maintaining and updating these photo-links and will accept requests from the campus community for this key, front-page positioning. All requests for front page positioning, must be submitted in writing (via departmental mail or e-mail srogers@nsac.ca) to the PR office at least **two weeks** in advance of the posting request and meet the following conditions:

- ▶ Priority positioning will be assigned to those news items and events that build upon the university's competitive positioning to prospective learners.
- ▶ If the submitted item meets the above condition, the item will be promoted for a period of one week.
- ▶ If the submitted item is intended to promote an upcoming event or major conference, the individual submitting the request, will commit to providing updated information (ie) a new feature article, news release or so on, every two

weeks to ensure content on the photo-link is dynamic.

- ▶ If updated information is not received within the two-week time frame, the photo-link will be removed and replaced with other content that needs to be promoted. We will reinstate your information on the front page, with the new information when provided, at the first available opportunity.
- ▶ The PR office, will need, from time to time, to displace your photo-link on the front page for various items requiring more immediate promotion but we will replace your link at the earliest opportunity.
- ▶ Whether your information appears in the photo-link appears on the front page or not, visitors will still be able to find your submitted information by looking under the News & Events link, also accessed on the front page.
- ▶ The photo-links are just that, photos. A suitable photo must be submitted with the request, to represent your news item or event. The PR office reserves the right to choose an appropriate photo to represent the event if none is provided. If there is a logo involved, we will superimpose the logo on top of the photograph.
- ▶ The photo-links will **not** be used to advertise commercial events, personal events (birthdays anniversaries) and so on.