



جامعة عجمان
AJMAN UNIVERSITY

Ajman University Media Guidelines

Office of Strategic Communications,
Marketing & Student Recruitment

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Ajman University Media Guidelines

1. Purpose

These guidelines are designed to regulate all external and internal media communications at Ajman University, ensuring that all interactions with the media are consistent, accurate, and reflect the University's values, mission, and strategic goals.

2. Scope

These guidelines apply to all staff, faculty, students, and affiliates of Ajman University. They cover all interactions with media, including but not limited to interviews, press releases, social media posts, crisis communications, and event-related media engagements.

3. Media Coverage & Content Promotion Requests

All media coverage & content promotion requests must be submitted through this form: <https://www.ajman.ac.ae/en/form/media-coverage-request-form>

Please note that from a strategic point of view, the Office of Strategic Communications, Marketing & Recruitment may determine the depth of the media coverage or content dissemination as per the type of the event, type of content, newsworthiness, available resources, priorities and strategic relevance.

Service Level Agreements (SLAs):

To ensure that the office of Strategic Communications, Marketing & Student Recruitment can adequately plan for media coverage and content promotion, please note the following SLAs:

- Media coverage requests should ideally be submitted at least **2 weeks** prior to the event/project date. However, the office understands that there may be instances requiring shorter notice, and will make every effort to accommodate such requests whenever possible.
- The unit of Content Strategy & Media Relations will confirm the acceptance of the request within **2 business days** of receiving the form submission.
- Any changes to the event/project details or requirements should be communicated at least **1 week** prior to the event date.
- Final media coverage assets (photos, videos, articles, e.t.c) will be delivered within **3-4 business days** after the event date.

4. Official Media Spokesperson Guidelines

The Chancellor of Ajman University is the sole official spokesperson authorized to speak on behalf of the University in all media engagements, including public statements, announcements, quotes interviews, and press conferences. No one else is authorized to speak on behalf of Ajman University unless specifically designated by the Chancellor.

5. Subject Matter Expertise (SME) Requests

While the Chancellor serves as the primary spokesperson, there may be instances where specific expertise is needed to address specialized topics or technical questions. In such cases:

- The Office of the Chancellor will nominate the SME
- The SME shall be coordinated through the Office of Strategic Communications, Marketing and Student Recruitment.
- The SME must seek approval from their direct line Manager.
- The SME shall focus on the technical depth of the topic by using field-specific language, addressing complex topics with credibility rooted in expertise rather than representing the official organizational stance.

6. Content Related to Royal Court, Board of Trustees, and Cabinet

Any media content, publications, or communications related to the Ruler's Court, members of the Board of Trustees, and Cabinet must receive prior approval from the Vice-Chancellor for Communication and Community Affairs via the Office of Strategic Communications, Marketing & Recruitment.

The Office of Strategic Communications, Marketing & Student Recruitment will ensure that such content is coordinated, reviewed, and aligned with the University's communication strategy before seeking final approval from the Chancellor.

7. Roles and Responsibilities

Chancellor:

- Acts as the official spokesperson of Ajman University
- Represents Ajman University in all high-level and institutional media engagements.
- Provides overarching messages that align with the University's mission, vision, values and strategic goals.

Subject Matter Experts (SMEs):

- Provides detailed insights on specialized topics (e.g., academic research, specific program offerings, technical knowledge, etc.).
- Must work closely, prior to the media engagement, with the Office of Strategic Communications, Marketing & Student Recruitment to ensure alignment with messaging.
- May only speak on designated topics, ensuring their comments remain within their area of expertise.

Office of Strategic Communications, Marketing & Student Recruitment:

- Manages and coordinates all media relations.
- Evaluates requests to determine when SME input is necessary and ensures preparation for interviews.
- Prepares all spokespeople with talking points and media training, ensuring they stay on message.
- Determines the depth/impact of the media coverage or content dissemination as per the type of the event, type of content, newsworthiness, available resources, priorities and strategic relevance.

8. Handling Media Requests

- All forms media engagement requests, including interviews, press releases, TV interviews, radio interviews, video shoots, social media engagements, and public statements, must be coordinated, prior to the media engagement, by the Office of Strategic Communications, Marketing & Student Recruitment to ensure alignment with Ajman University's messaging strategy and institutional objectives.

9. Press Releases

- Press releases are handled exclusively by the Office of Strategic Communications, Marketing & Student Recruitment.
- All press releases must be approved by the Director of Strategic Communications, Marketing & Student Recruitment or the Vice-Chancellor for Communication and Community Affairs.
- Only quotes or statements from the Chancellor may be included in official press releases.
- The Office of Strategic Communications, Marketing & Student Recruitment is responsible for distributing releases to appropriate media outlets and maintaining an archive of all distributed materials.
- All media statements and interviews must be prepared and coordinated through the Office of Strategic Communications, Marketing & Student Recruitment.

10. Media Event and Press Conference Management

- All press conferences and media events must be organized and managed by the Office of Strategic Communications, Marketing & Student Recruitment. This includes preparing press kits, media invitations, and scheduling the event.
- During events where media are present, the Chancellor will serve as the primary spokesperson.

11. Social Media Guidelines

- **Official Accounts:** Only authorized personnel by the Office of Strategic Communications, Marketing & Student Recruitment may manage official University social media accounts. The content shared on these platforms must resonate with our key audiences, reflect the University's core messages, values, and strategic objectives.
- **Approval:** All social media content published on official university accounts must be pre-approved by the Office of Strategic Communications, Marketing & Student Recruitment.
- **Personal Social Media:** Faculty, staff, and students must clearly distinguish between their personal opinions and official University communications on personal social media accounts. They are prohibited from representing the University in an official capacity unless authorized.
- **Approval for Media Interactions on Social Media:** Any media interaction conducted through social media (e.g., responding to journalists or media outlets) must be coordinated with and approved by the Office of Strategic Communications, Marketing & Student Recruitment.

12. Official Accounts & Hashtags

Ajman University maintains a strong presence across various social media platforms to engage with its diverse audiences, build brand awareness, and foster a sense of community. This section outlines the official social media accounts and guidelines for tagging and hashtag usage to ensure consistency, visibility, and professionalism in all social media communications.

Official Social Media Accounts

To maintain professionalism and consistency, always tag and refer to the official Ajman University accounts in your posts. Below are the official handles:

- **Facebook:** [@AjmanUniversity](#)
- **Instagram:** [@AjmanUniversity](#)
- **Twitter (X):** [@AjmanUniversity](#)
- **LinkedIn:** [Ajman University](#)
- **YouTube:** [Ajman University](#)

- **TikTok:** [@AjmanUniversity](#)

Official Hashtags

To ensure discoverability and strengthen the university's online presence, always use the official hashtags when creating or sharing content. These hashtags align with our branding and promotional campaigns:

- **#AjmanUniversity**
- **#MakeItHappen**
- **#TogetherWeCan**
- **#BeCareerReady**

13. Monitoring and Media Coverage Evaluation

- The Office of Strategic Communications, Marketing & Student Recruitment will monitor all media coverage of Ajman University, both in traditional outlets and on digital and social media platforms.
- Regular reports will be compiled to evaluate the effectiveness of media outreach, with metrics such as reach, sentiment analysis, and engagement used to assess the impact.
- Any inaccurate or unfavorable media reports will be addressed promptly and in accordance with university protocols for media corrections or responses.

14. Crisis Communication Protocols

- In the event of a crisis, all media communications are handled exclusively by the Chancellor, Cabinet Members and the Office of Strategic Communications, Marketing & Student Recruitment.
- A designated crisis management team, including senior University leadership, will work immediately to oversee all messaging and ensure it is consistent, accurate, and timely.
- The Office of Strategic Communications, Marketing & Student Recruitment will implement a pre-established crisis communication plan that outlines how information is gathered, verified, and disseminated in emergency situations. Media training will be provided to key personnel to ensure readiness.

15. Training and Development

- **Media Training:** The Office of Strategic Communications, Marketing & Student Recruitment will offer media training to those who are involved in media interactions.

- **Crisis Communication Training:** Key personnel will receive specialized training to handle media inquiries during crisis situations, ensuring that they can respond effectively under pressure.

16. Confidentiality and Sensitive Information

- Ajman University is committed to protecting confidential and proprietary information. All individuals must refrain from sharing any sensitive or private information with the media, including student records, staff employment data, or internal University documents, unless authorized and legally permissible.
- All media interactions must comply with local data protection and privacy regulations.

17. Legal and Compliance Considerations

- **Defamation and Libel:** Those who interact with media must be aware of the risks of defamation and libel when speaking to the media. All statements must be factual and avoid any language that could be considered damaging or false.
- **Intellectual Property:** Any discussion of research or intellectual property must follow University guidelines on disclosure and must not infringe on the rights of individuals or organizations.
- **Compliance with Laws:** All media communications must comply with local and international laws, including privacy and data protection regulations.

18. Violations and Enforcement

- Any unauthorized media interactions or violations of these guidelines will result in disciplinary actions, as outlined in the University's internal regulations.