

IC Communications Policies and Procedures

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This document has been prepared to provide IC's Community with knowledge on communications developments, policies and procedures for the upcoming 2018-19 school year.

Interesting Facts (as of Oct. 2018)

- Consumers accessing the internet through mobile phone vs computer is 95/5%
- Over 40 million photos uploaded daily to Instagram worldwide
- Over 5 billion YouTube views per day worldwide
- 70% of videos are viewed with no sound
- Food is a very popular theme to post about

Child Safety

Within the parent/student handbook, there is an opportunity for parents to withdraw their child/children's name and image from appearing in any communication from IC. The Communications Office will be informed by the school concerned of such a request.

Teachers are not authorized to post images of any students on their personal social media accounts. They are welcome to send images to their school representative who will share the images with the Communications Office. The images could either feature on the official IC social media accounts or on their Director's school Instagram account.

Videography

With new equipment purchased by the school (including a mobile phone gimbal/steadycam and wireless microphone), as well as internal training over the summer 2018, IC Communications has the capacity to produce one feature video per month, and some short non-edited videos also. These videos can be used on internal and external communications, including social media, and which are the most popular form for engagement with viewers.

Colleagues are invited to contact the Communications Office (by phone or email) to request a video production. This is to be a minimum 24 hours before the activity/event in order to plan for the filming and editing. Videos will be edited and shared after three days of the filming. The most likely feature video length to be produced is between 30 seconds to two minutes.

It would prove worthwhile to add subtitles to the school's videos, given that the majority of videos are accessed and viewed without activating the sound, with most internet users watching videos on their mobile phone with no sound. If a French or Arabic translation is required, the Office can contact IC's internal French/Arabic text writers.

Photography

Our school photographer, who is also now IC's videographer, Dory Khayat, is available for photographing events. Please contact the Communications Office or the ERC to book him for your event. Please just allow a minimum of 24 hours before your event in order for the photography to be scheduled.

Calendars

Schools and offices are expected to update their activities and events on Google calendar. Each calendar has been shared with the Communications Office, adding it as an admin user. The new website pulls this information from the Google Calendar and shows it live on the website. For the website to be updated after adding an event on a Google Calendar, it takes a maximum time of four hours for the synch to take place. From the IC Website, specific activities and events can be chosen for preparing and publicizing on the IC website and social media.

Writing Assignments

If there is a specific request for a writing assignment e.g. a suggestion for an article in an education journal, please inform the Communications Office at least three days ahead of time. This will allow for sufficient planning, preparation and writing time and will ensure IC continues to document with the highest quality articles/texts.

Internal and External Messaging (email)

- IC Communications will aim to respond to all email messages within 24 hours (communications@ic.edu.lb)

Feedback to the IC Community

IC's Twitter account is to become the school's main platform for providing feedback to the IC community. Messages received on IC's Twitter account will be responded to within 24 hours. Follow the school @IC_Lebanon and message us with any questions, comments or suggestions. Messages to this account will be monitored and responded to Monday through to Saturday lunchtime.

Images on Partner Organisation's Social Media

A partner of IC must contact the Communications Office in order to assess whether any photo/video material can be used on that organisation's social media. It is not sufficient for a post to be made, and in particular with images of IC students, and for just a copy or hashtag of IC e.g. @IC_Lebanon.

Media Relations

For all media enquiries, please contact the Communications Office. This includes for media engagements for IC Faculty and Staff.

Use of Hashtags

The following hashtags are encouraged for the IC community to use. If we find your post it's likely we may even share it!

#ICSpirit (#ICResponsibility) #ICCougars #ICALumni

#ICGivingDay #ICHistory (#AinAar30th) #EdTech #SDGs

#CollegeCounseling #STEAM #DanielsonFramework

#studentlife #schooldays #memories #throwbacks