COMMUNICATION POLICY

September, 2026

Kerio Valley University College Communication Policy

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Version	1.0
Short description	Communication Policy
Relevant to	Staff, Students and Stakeholders
Approved by	University Council
Responsible officer	Principal
Responsible office	Corporate Affairs and Marketing Officer Office of the Principal
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APPROVAL

The Kerio Valley University College having been awarded its Charter on 18th June 2026 set itself on a growth path guided by its vision of “To be a university of excellence in knowledge generation, innovation and environmental sustainability for socio-economic transformation”. At its foundation, the University is being guided by the 2024 to 2029 strategic plan. The University has now embarked on the process of developing its policies which will guide decisions of the different organs of the University in order to achieve rational outcomes geared towards the growth of the University. The Communication Policy outlines the responsibilities of internal and external stakeholders in maintaining good communication practice for the achievement of the university's Strategic Plan. The University recognizes that structured communication, if well harnessed, is a powerful tool for the university's development agenda as well as in enhancing its public image. The university has a duty to explain its policies and decisions, and to inform the university community and the public of its priorities. Information is necessary for the university community to participate actively and meaningfully in its development and other activities.

My special thanks go to all those who put in their time, effort and skills to develop this Policy.

By virtue of the authority vested in me as the Chairman of Council of the Kerio Valley University College, I hereby sign this Communication policy this ____ day of _____, 2026.

CHAIRMAN OF COUNCIL

FOREWORD

This policy document establishes guidelines for the Kerio Valley University College communications including the release of information about the University to the employees, students, parents, the general public, media, suppliers, customers, prospective students, potential investors, and other stakeholders. It is consistent with University's Strategic Plan 2014-2019, the University Statutes and the Service Charter. In the Service Charter, the university pledges to offer competitive client-driven academic programmes and the highest quality services and products to its internal and external customers in a highly professional way. In particular, the university is committed to maintaining the highest possible standards with respect to; efficient and effective quality services to all our customers at all times, clear, timely and accurate information and attending to enquiries or complaints promptly. The Communication Policy therefore, is central to effective service delivery and the achievement of our vision and mission.

Prof. Paul K. Tarus

Ph.D, M.Sc, B.Ed (Kenyatta)

PRINCIPAL

ABBREVIATIONS

CSR: Corporate Social Responsibility

HR: Human Resource

ICT: Information Communication Technology

CCMT: Crisis Communication Management Team

CAM: Corporate Affairs and Marketing Officer

SMS: Short Message Service

DEFINITIONS

Acknowledgment: is a term used to signify the recognition of Sponsorship support. A typical acknowledgments include; signage, link to the sponsor's web site, placement of a sponsor's logo, and/or certain information about a sponsor, in the promotional material for the University event or activity being underwritten or supported by the sponsor. Acknowledgments are not Advertising.

Deputy Principal: Means the Deputy to the Principal appointed in accordance with the provisions of the Act.

Employee: Means a person employed by the Kerio Valley University College on permanent and pensionable, contract or temporary terms of service, unless otherwise stated.

Endorsement shall mean any statements or depictions which can be reasonably construed to contain or imply a preference by the University, by any of its units or employees speaking or acting as representatives of the University for one Non-University Interest over any other.

Gift of Money: is a cash donation or pledge made directly or through the Kerio Valley University College to a school, department or unit.

Gift-in-Kind: This is a product or service donated, in lieu of a cash gift, to a school, college, department or unit.

Return Benefit is any item or service provided to a sponsor in return for the sponsor's support, or Sponsorship, of a University activity, event or program. Examples may include, but are not limited to, event tickets, food and beverages, t-shirts, mugs or access to University services.

Sponsorship means the provision by a non-university entity of money, goods or services to a school, college, department, unit in support of one or more activities, events or programs. In return, the sponsor may be provided an acknowledgment of the Sponsorship, as defined below, event tickets or programs, food, beverages or other tangible Return Benefits. Sponsorships, and Sponsorship Acknowledgments, are not Advertising, which is governed by a separate policy, and may not include an Endorsement, as defined above.

University Unit: This refers to University Divisions, Schools, Directorates, Departments, Committees and any other legal entities within the University established by the University Council and Management.

Principal: Means the Chief Executive and Secretary to the Council of the Kerio Valley University College appointed in accordance with the provisions of the Universities Act, 2012.

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1.0 INTRODUCTION

The Kerio Valley University College is comprised of students from varied social and cultural backgrounds. The University requires a policy to be put in place that guides communication to the students, and therefore, the need for the development of this policy.

1.1 Vision

To be a university of excellence in knowledge generation, innovation and environmental sustainability for socio-economic transformation.

1.2 Mission

To provide quality education, training and research in Education, Science, Agriculture, Arts and Technology and inculcate holistic values for societal development.

1.3 Core Values

At Kerio Valley University College, we are committed to:

a) Customer focus

b) Professionalism

c) Innovation

d) Integrity

e) Inclusiveness

f) Accountability

1.4 Mandate

The Mandate of Kerio Valley University College is enshrined in its objectives and functions. The objectives of the University shall be to:

a. Provide directly, or in collaboration with other institutions of higher learning, facilities for quality University education, including scientific and professional education, and the integration of teaching, research, outreach and effective application of knowledge and skills to the life, work and welfare of the citizens of Kenya;

b. Provide and advance University education and training to appropriately qualified candidates, leading to the conferment of degrees and award of diplomas and certificates and such other qualifications as the Council and the Senate shall from time-to-time determine and in so doing, contribute to realization of sustainable national economic and social development;

c. Provide programmes, products, and services in ways that reflect the principles of equity and social justice.

The functions of the University are listed in the University Charter Part II (6).

2.0 COMMUNICATION GUIDELINES

2.1 Purpose

The primary purpose of the majority of communication in the University is to convey information in an accurate, timely and courteous manner. The policy ensures that communication across the University and the public in general is well coordinated, effectively managed and responsive to the diverse information needs. Communication which does not meet this basic aim fails to meet the high standards which the University seeks to maintain in all of its affairs at all times. The policy also seeks to establish authority for oversight of official university marketing and communication channels, programs and activities. The Office of the Principal may delegate the authority to administer these policies to the Corporate Affairs and Marketing Officer.

2.2 Scope

a. This policy applies to all Kerio Valley University College employees whether directors, departmental heads, partners, consultants, full-time, part-time or fixed-term employees, trainees, contract staff, temporary staff and agency or home workers. It also applies to students and persons admitted to Kerio Valley University College but not yet enrolled who use our communications facilities.

b. This policy applies to all University employees with respect to all information general, confidential, or material in whatever form or means, regarding the University that is shared between the University, its employees and other parties.

c. It also covers authorized/official or written/verbal statements – press releases, speeches, presentations, emails and the university website and internet.

d. Ensure material information is disclosed in a timely, consistent, and appropriate manner. Provide guidelines for the broad dissemination of material information pursuant to all applicable legal requirements.

e. Prevent the improper use or premature disclosure of confidential material

f. Provide direction for all employees in the appropriate treatment of material, confidential, general, and routine university information.

g. The University has an obligation to ensure that all information material to the business and affairs of the university is disclosed to the public in an appropriate manner.

h. This policy will assist the university in satisfying the objectives above, and in assigning responsibility for the implementation and oversight of these policies and procedures.

2.3 Communication Channels

Guidance given within this policy covers authorized, official, written, verbal statements, internal and external communication. This includes but not limited to; Internal and External notices, circulars, memos, Press releases, speeches, presentations, emails, social media, notice boards, and the university's internet, intranet and websites.

a. Face to face communication; These include; Open-days, University Events, Exhibitions and Presentations

b. Written communication is defined as hard copy or communication by electronic mail such as minutes of meetings, formal letters, memos, newsletters, academic publications and mailing lists.

c. Electronic means are defined as communication by fax, e-mail, web page, radio, audio and video conferencing, magnetic media and social media (Facebook, Twitter, and Skype among others).

d. Other additional forms of communication including letters, memoranda, newsletters, and procedures, notices, advertisements, flyers, posters and various forms of promotional material.

e. The general principles underlying all parts of this policy also apply to telephone communications, fax machines, copiers and scanners.

f. Any other channel that may be identified by the respective sections in conformity with this policy.

2.4 Principles of Communication

The guiding principles of this Policy are:

a. All communication ought to support the vision, strategic direction and priorities of the University.

b. Provide the public with timely, accurate, clear, objective and complete information about its programmes, services and initiatives.

c. To ensure information is made available to all staff and students in a timely manner and via appropriate channels.

d. To ensure managers have the relevant information available to communicate with their staff effectively.

e. To ensure staff are fully informed of all relevant activity to enable them to be as effective as possible in their roles

f. To ensure all staff are aware of their responsibility for maintaining good communication practice.

g. Ensure all departments and divisions of the University work collaboratively to achieve coherent and effective communication.

h. The university shall at all times use communication channels that facilitate authentic dialogue and feedback.

i. To provide easy access to essential, useful and engaging information for staff and students.

j. Ensure that the university is visible, accessible and accountable to the public.

k. To provide effective methods of communicating during a crisis.

l. To maintain open channels of two-way communication and to listen to feedback and comments from all staff and students.

2.5 Principles of Information Dissemination

The University shall ensure:

Equity: Information shall be relayed to reach the target audience.

Timeliness: The University Management shall give accurate information on time to university staff, students and members of public.

Equal treatment: The University shall not discriminate against any internal or external customers and media houses as far as sharing public information is concerned.

Tone and use of language: Appropriate language and tone should be used at all times in all forms of communication. The message should be conveyed clearly, courteously and succinctly.

3.0 POLICY ADMINISTRATION

The policy is subject to the provisions under relevant laws, regulations, and of the upholding of the integrity, reputation, image and relevant regulations of Kerio Valley University College. The policy will be administered as follows:

a. The Principal is the official spokesperson of Kerio Valley University College.

b. Divisions, colleges, schools, departments/sections, shall appraise the Principal on developments that could require internal or external communication.

c. Members of staff shall seek in good time guidance from the Principal for all communication and presentations touching on Kerio Valley University College policies.

d. The Principal may delegate these functions to the Corporate Affairs and Marketing Officer or any other officer.

3.1 Internal communication roles and responsibilities

a. The Chairperson of Council or the Secretary to Council shall communicate the official decisions of the Council.

b. The Chairperson of the University Senate or the Secretary to the Senate shall communicate the official decisions of the Senate.

c. Members of the University Management shall be responsible for communicating issues within their jurisdiction.

d. The Dean of Students shall be responsible for communicating all information, decisions and policies concerning students' welfare.

e. The Dean of Students in conjunction with the student leaders shall be responsible for setting up communication mechanisms for regular dialogue between students and University Management Board.

f. The Registrar Academics shall be responsible for coordinating and or communication of academic matters.

g. Members of staff are free to communicate on matters within their area of expertise and are encouraged to cross check the accuracy of the information before communicating it within and outside the University.

h. The Corporate Affairs and Marketing Officer shall in consultation with the members of the University Management be responsible for coordinating the communication function at the University.

3.2 Responsibilities of the Corporate Affairs and Marketing Officer

The Corporate Affairs and Marketing Officer shall be responsible to the Principal for the implementation of this communication policy.

a. The Office of University Corporate Affairs and Marketing is charged with the leadership and oversight of all official institutional marketing and communication channels, and programs and activities used to reach internal and external audiences.

b. Advancing and maintaining the reputation of the university.

c. The Corporate Affairs and Marketing Officer is responsible for sharing university announcements through appropriate channels.

d. The Corporate Affairs and Marketing Officer shall develop standards, guidelines and procedures necessary for the effective management of university communication efforts and shall routinely communicate these to university units.

e. The Corporate Affairs and Marketing Officer shall provide guidelines and manage those activities related to logos and marks/visual identity, style, usage, crisis communication, media relations, university website, internal campus communication, campus distribution of mass e-mail, community relations activities, parent communication, printing, displays, and contracting for related professional services.

f. Coordination and management of corporate events and functions for the University.

3.3 Confidential Material Information

Wikinvest.com defines: "Proprietary or Confidential Information" shall mean, with respect to a Party hereto, all information or material that: (i) is either (a) marked "Confidential," "Restricted," "Proprietary," or with some other, similar, marking, (b) known by the Parties to be considered confidential and proprietary, or (c) from all the relevant circumstances should reasonably be assumed (1) to be confidential and proprietary; (2) to give the Disclosing Party a competitive business advantage, or (3) to be detrimental to the interest of the Disclosing Party if disclosed; and (ii) any unpublished information concerning research activities and plans, customers, marketing, business plans, or sales plans, product development or time to market, sales forecasts or results of marketing efforts, pricing or pricing strategies, costs, operational techniques, strategic plans, and unpublished financial information, including information concerning revenues, profits and profit margins will be deemed proprietary and confidential to the Disclosing Party, regardless of whether such information under this subpart (ii) of this Section was disclosed intentionally or unintentionally or marked as "confidential" or "proprietary". Provided, however, that Proprietary or Confidential Information may also be used as otherwise expressly permitted by license or otherwise in this Agreement.

The Kenyan Common Law imposes on all employees, the fiduciary duties of confidentiality and loyalty to one's employer, obligating employees not to compete with their employer, and prohibiting them from disclosing or using their employer's confidential material information to the employer's detriment. Confidential material information of the University is subject to strict confidentiality restrictions and care must be taken to ensure the information is used only to further the approved business purposes of the University. Access to confidential material information is restricted to authorized persons who should be aware of their confidentiality obligations and who have signed confidentiality agreements where required by the University.

All information relating to our students, employees, suppliers, customers and our operations is *confidential*. Confidential material information should be identified as "*private and confidential*" and password-protect the document itself. The documents as such should be;

a. Stored in locked cabinets to which access is restricted;

b. Removed promptly from meeting rooms at the conclusion of meetings;

c. Subject to secure limited access of electronically stored computer information

d. Not be discussed in places where the discussion may be overheard; and

e. Not be copied unnecessarily or discarded where others can easily retrieve it.

3.4 Crisis Communication

Kerio Valley University College is committed to taking a pre-emptive approach to public relations crises, using disclosure communication and engagement whenever possible as the preferred strategies for preventing or mitigating the crisis.

In case of a crisis, the University Management Board and Senate shall become the Crisis Communication Management Team (CCMT) and co-opt other members as the situation may demand including the Principal Security Officer (PSO). The Corporate Affairs and Communication Officer (CAM) shall be a member of the team. The CCMT shall constantly monitor, interpret and manage issues with potential to escalate into crises and shall gather details about crises and approve strategies for internal and external communication

The Principal in conjunction with the Corporate Affairs and Marketing Officer shall provide information to the media in a timely and transparent manner. The Vice-

Chancellor will release relevant, appropriate and verifiable information to the media regarding any crisis. The Principal shall institute mechanisms to continually monitor media coverage and respond to accordingly.

3.5 Media Relations

All media relations activities are coordinated by the Corporate Affairs and Marketing Officers' office, unless otherwise authorized by the Principal. Media-relations activities and media interviews are restricted to the Chancellor, Chairman of Council, the PRINCIPAL and the Corporate Affairs and Marketing Officer. In addition, the Chair of Council is the primary spokesperson for the University on matters of policy and corporate governance.

a. The Corporate Affairs and Marketing Officer shall be responsible for contact with the news media, including creation and distribution of information relating to general university news or topics requiring an institutional response. Some designated departments and commercial agencies may be authorized by the Corporate Affairs and Marketing Officer to distribute specific information to the media.

b. News releases related to the university or its respective units shall be edited, approved and distributed by the Corporate Affairs and Marketing Officer.

c. The Corporate Affairs and Marketing Officer shall develop and routinely distribute guidelines for news release development and media contact.

d. News conferences shall be coordinated by or through the Corporate Affairs and Marketing Officer.

e. Faculty, staff- and student-governance groups are encouraged to use University Corporate Affairs and Marketing Office to contact the news media, but are not required to do so.

3.6 Parent /Guardian Communication

a. The Corporate Affairs and Marketing Officer, the Registrar Academics and Dean of Students shall lead University efforts to integrate communication to parents of current and prospective students.

b. All mass communication to parents of current and prospective students shall be approved by the Corporate Affairs and Marketing Officer.

c. As and when the need arises departments may be authorized by the Corporate Affairs and Marketing Officer to distribute specific information to parents.

3.7 Visitors and External Guest Speakers

In the pursuit of academic excellence and subject to prior consultation with the Principal, the university shall promote public fora. All staff and students of the University are encouraged at all times to be courteous to visitors and guests of the University.

4.0 FORMS OF COMMUNICATION

4.1 Kerio Valley University College Identity name plate and associated logos

Branding is a powerful identity tool for any organization and should be clear to all its stakeholders. To maintain its strong brand, the University will use the correct logo, name and staff uniforms as well as the right fonts and colour at all times to reflect the true identity to its stakeholders. Kerio Valley University College shall work towards building a strong brand in order to remain visible and competitive, communicate a consistent message, influence choices of the various stakeholders and build loyalty among students, staff, alumni and other key stakeholders.

The University's official institutional names, logos, symbols, images, photographs and other identifying marks are trademarks, service marks, or other forms of intellectual property (collectively, "marks") that are owned by the Kerio Valley University College. The following shall govern the use of the University marks.

a. The Corporate Affairs and Marketing Officer shall develop, maintain and make routinely available for use by university units, a visual identity and style guide.

b. University units shall conform to the standards set forth in the Kerio Valley University College Branding and Visual Identity Guide.

c. University entities shall use the prescribed nameplate or approved affiliate marks and associated colours, etc., as described in the Branding and Visual Identity Style Guide.

d. The nameplate or word mark must be included in all promotional print and electronic communications paid for with university funds.

e. No department, unit, employee or student of the University shall use or develop any variations of University marks without prior written authorization from the Principal.

f. No other department, unit, employee, or student of the University is authorized to approve or consent to the use of University marks by a non-University entity.

g. Requests to use the name Kerio Valley University College, photographs of the university, or any of its seals, logos, or symbols in advertisements or marketing materials, press

releases, movies or television programs must be directed to the University Corporate Affairs & Marketing Office.

h. Use of the Kerio Valley University College name and marks in a manner that implies endorsement of programs, products or services of any entity not directly associated with, or licensed in writing by, the university is prohibited.

i. Department and Administrative Unit Logos and word-marks will require approval of the University Corporate Affairs & Marketing Office.

j. The use of University trademarks on any goods, merchandise or service or as part of a promotion or advertisement, must comply with this policy

k. Corporate dress: All members of the Kerio Valley University College will be expected to dress formally from Monday - Thursday. On Friday, the dress code may change to casual smart having Kerio Valley University College branded attire.

Formal attire, the standard of dressing for men and women is a suit, a jacket and trousers or a skirt, or a dress paired with appropriate accessories.

Clothing that reveals too much cleavage, your back, your chest, your feet, your stomach or your underwear is not appropriate for a place of business. Clothing should be pressed and never wrinkled.

Casual smart attire includes clothing that is branded with the Kerio Valley University College logo for shirts, blouses and t-shirts.

4.2 Photography and Filming

The University photographer under the Corporate Affairs & Marketing Office is responsible for maintaining an archive of university photos for use in publications and on websites. Use of Kerio Valley University College's name, other trademarks and emblems, or images in connection with any photograph or film is prohibited without written permission by the university.

a. Indoor shooting is considered inherently disruptive of the functions of the university and is prohibited without permission by the university and by the university official or faculty member with responsibility for the space.

b. Filming in the residence halls, dining halls and classroom buildings is prohibited.

c. No filming will be allowed in classrooms or libraries during midterm examinations, final examination or other relevant times. Filming in a

classroom is not permitted without prior written permission of the Corporate Affairs and Marketing Officer.

d. Filming or photography on Kerio Valley University College lands for academic purposes is limited only to Kerio Valley University College University students, staff and faculty and others attending Kerio Valley University College academic programs, Kerio Valley University College sponsored programs and other programs which occur on Kerio Valley University College's campus and for which photography is part of the program. The resulting films and photographs may not be used for commercial purposes.

e. All professional filmmakers and photographers working on the Kerio Valley University College campus are expected to carry appropriate insurance

Kerio Valley University College's express permission is required for any filming or photography on Kerio Valley University College-owned lands by:

a. News professionals

b. Professional or commercial photographers and filmmakers

c. Campus visitors taking pictures or filming for commercial purposes or using a commercial or professional photographer or filmmaker

d. Anyone taking wedding or portrait photography

The Corporate Affairs and Marketing Officer will consider requests involving, for instance, photography accompanying articles or the creation of television shows, movies, documentaries or educational-related projects, providing the subject matter is related to Kerio Valley University College. Requests to film or photograph sporting and other university activities or events on Kerio Valley University College's campuses should be directed to the Corporate Affairs and Marketing Officer. Personal photos may be taken by students, parents, faculty, staff, alumni and other campus visitors as long as:

a. They are used exclusively for personal non-commercial purposes,

b. The taking of such photos is consistent with this policy, including the wedding and portrait photography policy;

c. Photographs may not be modified, altered, or used in any way that changes or misrepresents the photograph's content or overall context.

d. Published photos must include a credit ("photographer's name/Kerio Valley University College" or "Courtesy of ...").

e. Photographs (Kerio Valley University College images and those from freelancers) should be considered to be copyrighted materials. Copyrighted materials cannot be altered without written permission of the copyright holder or source of the original photo.

f. They do not interfere with the on-going operations of the university such as academic, research, business or student activities.

g. Inappropriate use of the Kerio Valley University College name, marks or image;

h. Disruption of traffic, parking or pedestrian pathways;

i. All filming equipment must be set up in a manner that does not create safety hazards. Film crews must ensure that the placement of equipment does not create tripping hazards, fire hazards, blocked exits or other safety concerns.

j. A complete copy of the final script or storyboard must be submitted to the University for approval and the University reserves the right to reject a script in cases where it considers the project's content to be in conflict with the goals, policy and mission of the university. This copy should include all final revisions or changes to the script. The University must be notified of any changes or additions occurring after script approval have been granted.

k. All electrical needs must be presented to the University in advance of the project. The University will decide on proper placement of generators on location. If electricians or alterations are required, the University may charge appropriate fees.

l. The production company is responsible for ensuring that its employees and contractors adhere to health and safety regulations while on location. A qualified first aid person must be present at all times while on location.

4.3 Web Pages (Internet sites)

a. Kerio Valley University College owns the *KVUCld.ac.ke* internet domain and governs its use to benefit the academic, research, communication and other University activities and interests. Each department, unit, group or service is entitled to one virtual host name, which closely and unambiguously matches its recognized title. The University reserves the right to revoke any previously assigned Name at any time if it conflicts with this policy or other University policies, priorities or interests.

b. All university and university-related Web pages shall conform to the standards set forth in the Kerio Valley University College Branding and Visual Identity Style Guide.

c. All university and university-related Web pages also shall conform to the Web-page development standards set forth in the University ICT policy.

4.4 Use of University E-mail

a. The use of e-mail is to be considered an official method for the communication of Kerio Valley University College business related information for students and employees. Students and employees are responsible for the consequences of not reading in a timely fashion University-related communications sent to their official Kerio Valley University College e-mail account.

b. All enquiries and communication will be channeled through the info@KVUCld.ac.ke e-mail address. The custodian of this e-mail address is the Corporate Affairs and Marketing Officer.

c. In general, e-mail is not appropriate for transmitting sensitive or confidential information unless an appropriate level of permission is secured or the e-mail message simply points to a secure website where sensitive information can be retrieved securely.

d. E-mail should never be used as a means of issuing an admonishment or warnings to a member of staff either informally or through the University Disciplinary Procedures.

e. All use of e-mail will be consistent with other University policies and laws, including the ICT Policy and the Code of Conduct

4.5 Displays, Banners and Signage

a. Display banners, tents, advertising and marketing concepts developed for or by the university departments, and affiliated units, shall comply with the standards set forth in the Kerio Valley University College Branding and Visual Identity Style Guide.

b. The Corporate Affairs and Marketing Officer shall maintain an inventory of display items for use on and off campus.

c. Display advertising must include the Kerio Valley University College logo.

d. The Corporate Affairs and Marketing Office and the Estates Department shall oversee the design and installation of signage on campus.

4.6 Use of telephones

a. In accordance with professionalism in the institution, staff should not make private telephone calls at the University's expense. Work telephones should only be used for private calls in case of an emergency only.

b. Mobile phones should not be used in the workplace where they may cause inconvenience to other colleagues.

c. While attending meetings mobile phones must be placed on silent mode. Should the telephone require attention, the colleague may walk out of the meeting room with minimal disruption.

d. Telephone calls must be answered within 3 rings in a professional and courteous manner.

4.7 SMS/Text message:

a. The Short Message Service (SMS), often called text messaging is a means of sending short messages, to and from mobile phones

b. The University will use Short Message Service (SMS) text messaging appropriately to pass on important information to staff and students.

c. The use of SMS messaging is intended to sit alongside other existing forms of communication such as letters, email, social networking sites (Facebook and Twitter) and the University's website.

d. The immediate delivery of SMS messages gives it an advantage over other forms of communication: most staff and students have their phones with them all the time and the message is likely to be received much sooner.

e. Text messaging has wide accessibility. People who are blind or visually impaired can use mobile phones, and some mobile phones have text-to-speech capability, meaning that individuals can listen to text messages.

4.8 Use of commercial marketing/public relations/advertising agencies and consultants

a. If the Corporate Affairs and Marketing Officer decides that a project or body of work is best handled by a commercial agency, it shall select the appropriate agency for the job in accordance with the university procurement rules and PPOA Act.

b. In cases where commercial agencies are contracted to provide marketing-communication services to the university, or an affiliated unit/program, the Corporate Affairs and Marketing Officer must approve concepts and tactical materials before final production.

4.9 Advertising

The Kerio Valley University College recognizes that many of its activities provide potential sources of revenue or other non-financial benefits through legitimate and worthwhile opportunities for advertising, sponsorships and other promotional activities. Advertising includes messages that contain qualitative or comparative language, price information, an endorsement, or an inducement to purchase, sell or use the non-University advertiser's products or services. University Publications are

publications, including electronic publications, published by or on behalf of a University department, college, program or unit. University Publications that are produced by others on behalf of a University unit are subject to these policies. However, it is also necessary to recognize that the University is a public institution and that its reputation and image must be protected. Therefore, the University has adopted the following policies applicable to the granting of advertising, sponsorship and promotional rights to non-university entities. All marketing and advertising shall be consistent with this policy, vision and mission of the university.

a. Any advertising that includes the use of any University name, logo, symbol or trademark must comply with the Kerio Valley University College Branding and Visual Identity Style Guide.

b. A non-University entity may advertise at or about University events, in University Publications or on University property when;

i. revenue or other benefits will be generated for a University department or program;

ii. Comply with the standards and criteria set forth in these and other relevant policies.

c. All Advertising, as defined herein, in/on University publications and communications media including; electronic publications, signage, property, material, or facilities shall be under a written contract/agreement approved by a Corporate Affairs and Marketing Officer or delegated officer.

d. The University has the right and will refuse advertising that it considers unacceptable. Advertising is unacceptable when it;

i. Conflicts with University policies;

ii. Adversely affects the University's reputation;

iii. Appears to create an endorsement by the University of a particular company, product, political candidate or position regarding public policies;

iv. Is considered to contain obscene, indecent or profane material;

v. Ridicules, exploits, or demeans persons on the basis of their age, colour, creed, handicap, national origin, race, religion, sex, or sexual orientation; or

vi. Promotes tobacco products.

e. Distribution of non-University Advertising materials through the campus mail or email system is prohibited. University Publications that may contain advertising are exempt from this prohibition and may be distributed through campus mail systems.

4.10 Social Media

Online collaboration tools provide low-cost communication methods which foster open exchanges and learning changing the way the university connects with the public and other higher education institutions. Kerio Valley University College may use social media to supplement traditional press and marketing efforts. Employees are encouraged to share university news and events, which are a matter of public record, with their family and friends. The use of social and new media, includes, but is not limited to: Facebook, Twitter, YouTube, Flickr, FourSquare, personal websites, blogs, chat sites and WhatsApp. The Corporate Affairs and Marketing Officer or assigned administrator will regularly monitor postings and content on the University social media pages regularly and at standard times for postings and updates at least weekly. The following are guidelines to using social media;

a. Do not post confidential or proprietary information about the Kerio Valley University College, its students, its alumni or your fellow employees.

b. Sharing news, events or promoting faculty and student work through social media tools is an excellent, low-cost way to engage the community and build our brand. The best way to share university news is to link to the original source.

c. Do not discuss a situation involving named or pictured individuals on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.

d. Staff and students identifying themselves with Kerio Valley University College should do no harm to the university. It must be made clear that the views are expressed as an individual, not as a representative of the Kerio Valley University College to distinguish professional and personal business. Use a disclaimer such as this: "The postings on this site are my own and do not represent Kerio Valley University College positions, strategies or opinions."

e. There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date because archival systems save information even if you delete a post. Comments can be forwarded or copied.

f. Respect University Time and Property. Staff should participate in personal social media conversations on their own time.

a. Kerio Valley University College staff and students are personally responsible for the content they publish on blogs, wikis or any other form of user-generated content. They are responsible for posts on their own site and on the sites of

others. Individual bloggers may be held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene.

b. Do not allow someone else to create and manage accounts on your behalf unless you have total access to the logins, passwords and procedures for those accounts.

c. Do not use the Kerio Valley University College logo, crest or any other marks or images on your personal online sites.

d. Do not use Kerio Valley University College name to promote or endorse any product, cause or political party or candidate.

e. Do not list your home address or telephone number. Create a separate e-mail address that is used only with social media sites.

f. Do not use ethnic slurs, personal insults, obscenity, and profanity or engage in any conduct that would not be acceptable in Kerio Valley University College community. Do not ridicule, exploit, or demean persons on the basis of their age, color, creed, handicap, national origin, race, religion, sex or sexual orientation. Show proper consideration for others' privacy and for topics that may be considered sensitive — such as politics and religion.

4.11 Sponsorship

Sponsorship of school, college, department, unit or CSR activities, programs or events by non-university entities can, when conducted in an appropriate manner, be beneficial to the University and the sponsoring entity. The University is a public institution and that its reputation and image must be protected, and that it must not serve to unduly advance the interests of one non-university entity or organization over another. University departments should be mindful of the significant value to non-university entities that results from the exposure and association with the University that a Sponsorship relationship provides. Questions pertaining to the policy, and requests for approvals or deviations from the policy should be directed to Office of the Principal.

4.10.1. Key Provisions

a. It is generally permissible for the University, schools, colleges, and departments to accept external support, or Sponsorship, for events, programs, publications or other activities with approval from the Corporate Affairs & Marketing Office.

b. Acknowledgment of sponsorship is not the same as paid advertising.

c. Sponsorship support from tobacco companies is not permitted; Sponsorship by alcohol companies or organizations associated with gaming is subject to additional review by the Principal.

d. Depending on the unit or event, it may be advisable and is permissible to decline support or Sponsorship from a particular company or organization.

e. The support, or sponsorship, may be in the form of a gift of money or a gift-in-kind of goods and/or services.

f. These policies apply to web-based sponsorships and acknowledgments. Links to sponsor web sites should be to the sponsor's home web page. University and unit-specific policies regarding appropriate use of information technology resources may also apply to web Sponsorships and Acknowledgments.

g. Sponsors may only use a University name, trademark, logo or mascot with permission from the Principal.

Students and employees are expected to check their university official e-mail on a frequent and consistent basis in order to remain informed of University-related communications.

5.0 COMPLAINTS AND COMPLIANCE WITH THE POLICY

5.1 Complaints

a. If an individual finds written or verbal communication personally offensive and the instigator is known, they may take action through the University Disciplinary and Harassment procedures. These procedures define informal and formal routes for resolution of a problem which includes the University Grievance procedures.

b. If an individual receives anonymous offensive phone calls or written communication they may seek advice and investigation through their Head of Department, HR department and Security department.

5.2 Compliance

a. Failure to comply with this policy may result in disciplinary action under the Code of Conduct and Ethics Policy.

b. Any dispute about these policies or their application must be referred for resolution to the Principal.

6.0 SECURITY CONSIDERATIONS

Those in possession of University records in the form of electronic communications are cautioned, therefore, to be prudent in their reliance on electronic means for purposes of maintaining a lasting record. Sound business practice suggests that consideration be given to the feasibility of transferring electronic communications records to a more lasting medium or format, such as acid-free paper or microfilm, for long-term accessibility as required.

a. Encryption technology enables the encoding of electronic communications so that for all practical purposes they cannot be read by anyone who does not possess the commensurate technology needed to decrypt them.

b. If there is a concern about possible interception or disclosure of electronic communications, correspondents should implement appropriate encryption technology in consultation with the Director ICT.

c. The University is not responsible for any loss or damage incurred by an individual as a result of personal use of University electronic communications resources, users should not rely on personal use of University electronic communications resources for communications that might be sensitive with regard to timing, financial effect, or privacy and confidentiality.

7.0 DISPOSITION

Electronic communications users should be aware that generally it is not possible to assure the longevity of electronic communications records for record-keeping purposes, in part because of the difficulty of guaranteeing that they can continue to be read in the face of changing formats and technologies, and in part because of the changing nature of electronic communications systems. Archiving is increasingly difficult as electronic communications encompass more digital forms, such as compound records composed of digital voice, music, image, and video in addition to text. In the absence of the use of authentication systems it is difficult to guarantee that electronic communications have not been intentionally or inadvertently altered.

8.0 IMPLEMENTATION AND REVIEW OF POLICY

The Principal shall in consultation with the University Management Board develop an implementation strategy to give effect to this Policy. To enhance uniformity with national and international higher education aims, this policy shall be reviewed from time to time in line with emerging global trends in communication, the University

Senate shall, in consultation with the Schools, Directorates, and Departments of Kerio Valley University College, review this policy as circumstances may dictate and forward the outcome of the review process to the University Council for approval.

9.0 EFFECTIVE DATE

The policy shall be effective after approval has been granted by Kerio Valley University College Council.

10.0 ORGANOCHART OF THE OFFICE OF CORPORATE AFFAIRS & MARKETING

Principal

Corporate Affairs and Marketing Manager

Assistant Manager, Corporate Affairs and Marketing

Public Relations/Social Media/Marketing Officer	Senior Corporate Affairs & Marketing Officer	Assistant Public Relations/Social Media/Marketing

FLOW CHART FOR COMMUNICATION BETWEEN THE CAM AND THE DEPARTMENTS IN THE UNIVERSITY

Principal

DPRINCIPAL (A S &A) ⇄ DPRINCIPAL (A&F)

Deans / Directors ⇄ [CAM] ⇄ Registrars

HoD's / Section Heads

11.0 REFERENCES

1. The Constitution of Kenya, 2010
2. Wikinvest.com