

Date: 01<sup>st</sup> September 2025

External Communications and Media Policy

## Purpose:

To ensure that all communications represent the University's image, values, and interests appropriately and consistently.

## Policy Statement:

All external communications, including media releases, publications, and social media content, must be authorised and aligned with PSBU's communication strategy.

## Procedures:

- The Communications Office coordinates official statements and publicity.
- Staff and students must obtain prior approval before speaking on behalf of PSBU.
- Social media use must uphold the University's professional reputation.

## Review:

Reviewed annually by the Communications and Public Relations Office.

Next review date: 20<sup>th</sup> August 2028

Date: .....

