

İSTANBUL MEDİPOL UNIVERSITY CORPORATE COMMUNICATION POLICY

Policy Name	Corporate Communication Policy
Policy Owner	Istanbul Medipol University Rectorate
Policy Coordinator	Press Office Department of Information Technologies Department of Health, Culture and Sports Quality Commission-Quality Accreditation Office Directorate of Strategy Development Academic and Administrative Unit Quality Commissions
Policy scope	All academic and administrative units, academic staff, administrative staff, students, alumni and other external stakeholders
Approval and Effective Date	December 29 th , 2022
Communication	Quality Commission-Quality Accreditation Office e-mail, phone
Website	https://www.medipol.edu.tr/universite/kurumsal-politikalar

Objective

Istanbul Medipol University, which includes stable cooperation with its stakeholders in its mission, is committed to creating a sharing, dynamic and interactive communication environment that enables corporate culture and quality culture to spread and add value to the institution, and whose corporate identity and values are adopted by internal stakeholders in order to ensure effective corporate communication.

Scope

All academic and administrative units, academic staff, administrative staff, students and external stakeholders are covered by this policy. The policy is announced through the website and other communication tools.

Tasks, Rules and Principles

- Istanbul Medipol University adopts the following tasks, rules and principles within the scope of corporate communication:
- Manages a transparent, continuous, sustainable, unifying communication process for internal stakeholders (employees, students, etc.) and external stakeholders (service recipients, alumni, public institutions, industrial companies, etc.) that takes into account the needs and expectations, is free from any kind of discrimination, and is inclusive of all units and individuals.
- Prioritizes protecting and developing the University's corporate brand and reputation in the corporate communication process.

- Carries out the necessary activities related to information sharing and awareness raising for stakeholders in corporate governance, strategic planning and management, integrated quality management and other management processes.
- Makes use of all available means of communication, taking into account the follow-up status of stakeholders, in the announcement of science, art, culture and sports events and organizations, studies and activities within the framework of social responsibility and social contribution, and decisions and news related to them, television and radio broadcasts, online communication tools, advertising, news, promotional activities and all printed documents within the framework of these activities.
- Follows the developments, news and activities that concern our stakeholders in the region, country and the world and shares them through visual and audio communication tools.
- Provides information for international students and faculty members primarily in English and, if necessary, in related languages.
- Develops and maintains communication and relations with regional and national media organs.
- Gives importance to social values and corporate core values in social activities and events.
- Shares information with public institutions and organizations and non-governmental organizations.
- Takes care to comply with transparency, accountability and ethical principles in corporate communication processes.
- Takes measures for situations that provide the necessary agile management in extraordinary situations and crisis moments.
- Uses the website, social media platforms, e-mail, radio, television and other communication tools within the scope of corporate communication within the framework of certain principles and principles.
- Acts according to the principles of intellectual property rights, copyright, right to privacy and confidentiality of private life and related legal regulations in communication processes.
- Acts with the principle of "Zero Waste" while continuing its communication activities.

Execution

The Corporate Communication Policy is carried out by the Press Office, the Department of Information Technologies, and the Department of Health, Culture and Sports. In this context, the Quality Commission-Quality Accreditation Office, the Directorate of Strategy Development, the School of Communication and other academic and administrative units work closely together.

Quality Commission - Quality-Accreditation Office, Academic Unit Quality Commissions, Administrative Unit Quality representatives support the processes and activities related to the policy.

Approval Date: December 29th, 2022

Update: March 29th, 2023