# Manisa Celal Bayar University Corporate Communications Policy

Manisa Celal Bayar University (MCBU) attaches importance to transparency and accountability as required by its understanding of quality, and pays attention to the fact that all Corporate Communication activities and information to the public are based on real information. Since corporate communication activities are also regarded as valuable data, the activities carried out are classified and reported periodically. In order to ensure that our stakeholders are kept fully informed of our activities, we use different communication channels and announce our activities to them in newsletters. All communication activities (Public Relations, promotion and advertising activities etc.) of Manisa Celal Bayar University (MCBU) are carried out on the "Open System" basis by Protocol, Press and Public Relations Branch Office under the General Secretariat. A two-way and proactive communication strategy is pursued with all internal and external stakeholders.In addition, the fact that technological developments gain more importance with the responsibility brought by the pandemic process has led to the widespread use of distance education - online communication systems today, and this has necessitated the efficient use of internal communication tools. As a result thereof, our university has focused on the use and development of technology-based communication methods.This document has been prepared within the framework of the mission and vision of Manisa Celal Bayar University, in line with the strategic plan to determine corporate communication and transparency policies, and is reviewed annually.

## A. Mission, Vision and Core Values of Manisa Celal Bayar University

### Mission

Our mission is to present our output in the fields of education, research and community service for the benefit of society, by raising individuals who are innovative, creative and critical thinking, entrepreneurial, free and liberal, care about ethical values, internalized the domestic values, however open-minded towards the universal values, respectful to the environment and people.

### Vision

Our vision isto make our university an internationally recognized and preferred educational institution in the fields of science, education and contribution to society.

### Core Values and Principles

- Scientific approachandacademic merit
- Academic freedom
- Respect for universal values, human rights and freedoms
- Participatoryand democratic understanding
- Sensitivity towards domestic and global problems

- Transparency and accountability
- Innovation and entrepreneurship
- Adherence to quality in education
- Efficient use of resources

**B. Corporate Communication and Transparency Policies of Manisa Celal Bayar University**

MCBU adopts a multidimensional and transparent communication strategy that utilizes all available media opportunities in order to ensure the effective communication with its stakeholders. MCBU uses the following tools to establish and maintain a communication with its stakeholders and the public:

a) Corporate Website: https://www.mcbu.edu.tr/

The most up-to-date and reliable information about our university can be found on the corporate website.

b) Press Releases: Protocol, Press and Public Relations Branch Office under the General Secretariat creates press releases ofactivities and events to be announced in the press. The press releases are shared with the public by making them appear in the media.

c) Social media accounts where news and content from MCBU are shared are as follows:

Facebook: facebook.com/bayaredutr

Instagram:instagram.com/cbubasin

YouTube: youtube.com/cbubasin

Twitter: twitter.com/bayaredutr

**C. The Principles Adopted by Manisa Celal Bayar University within the Scope of Corporate Communication and Transparency Policies**

1. News, announcements and content about MCBU are sent to all academic and administrative staff and students via e-newsletters, SMS and e-mail, and published on the corporate website.

**Attention is paid to ensuring that the content shared on the corporate website and social media accounts is compatible with the corporate identity.Opinions and suggestions posted on MCBU social media accounts are considered important.**

2. In accordance with the confidentiality and privacy policy, information about students, academic and administrative personnel may not be shared with third parties and institutions within the scope of the Law on the Protection of Personal Data.

3. A way of behaviour on the axis of love, respect, common values, equality, tolerance, common sense and understanding, which pursues a people-oriented approach, is adopted in the communication with internal and external stakeholders.

4. Taking into account the corporate reputation of our university, utmost care is

taken to be in cooperation and harmony with academic and administrative units, with its leading role and supportive position in scientific projects carried out jointly with other public institutions, sectoral partners and all national or international stakeholders, and in social responsibility projects based on public interest. The national and international media are followed, and data about MCBU is processed and archived and presented to stakeholders as corporate information.

5. Any content shared by MCBU such as announcements, news, interviews etc., which contains qualified, accurate and verifiable information, as well as visual materials, which highlight the corporate identity, are a safe and respected news source for national, local and international press.

6. In order to ensure that the events organized by MCBU appear in the media, joint studies are carried out with local, national and international media organizations by developing good relations with them.

7. MCBU adopts as a principle to follow the current and latest developments, be informed about innovations, improve its communication with stakeholders and participate in events such as fairs, exhibitions, trips, meetings etc. in order to increase the national and international recognition of the University.

8. MCBU aims to create communication media that will allow the development of corporate identity and the spread of corporate culture by adopting organizational values of all its stakeholders, especially its employees and students.

9. MCBU aims to maintain and improve its corporate reputation with the positive impression it will gain as a part of its pioneering, supportive and collaborative position that it will take over in social responsibility projects, which overlap with the adopted corporate philosophy and organizational culture and pursue the goal of providing social benefit.

10. MCBU maintains its corporate communication basically in the context of the following sub-titles: Scientific and Academic Activities, Social Activities, Relations with the Media, Donations, Competitions and Awards, Public Announcements, Event News, Social Media, Death News, Customized Celebration Messages and Commemorative Articles, Public Information Texts.

11. Corporate citizenship values adopted by MCBU include scientific approach and academic merit, academic freedom, respect for universal values as well as human rights and freedoms, participatory and democratic understanding within the framework of the principles of equality and justice, sensitivity towards domestic and global problems, transparency and accountability, innovative and entrepreneurial approach, adherence to quality in education, and efficient use of resources. In determining the communication principles of the university, the above criteria adopted by the university are taken into consideration.

**The Senate Decision Accepting the Policy Text**

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| **Date** | |
| 22.12.2021 | |