



Policy and procedures for Eurachem publicity materials

Purpose

The purpose of this document is to document Eurachem policy on the production and approval of Eurachem publicity and promotion materials, including video or audio media, conference posters and social media posts.

Scope

This policy applies to all materials, intended for public release, that are developed by Eurachem officers or working groups to promote Eurachem, Eurachem activities or Eurachem guidance. Types of material covered include, but are not limited to:

- Video and audio material to be posted on our website or on public media channels;
- Conference posters intended to promote Eurachem or its guidance documents;
- Articles on the Eurachem website;
- Social media posts on official Eurachem channels.

This policy does not apply to material covered by the Eurachem policy on development and maintenance of Eurachem guidance.

Responsibilities

- The Eurachem Communications Task Group (CTG) is responsible for establishing consistent styling for Eurachem publicity and promotional materials, subject to final approval from the executive.
- Working groups are responsible for the content of promotional materials within their remit and may adopt such approval processes as they think necessary.
- The webmaster is responsible for style and layout of individual articles on the Eurachem website.
- Individuals with posting access to Eurachem social media channels are responsible for the content of individual posts and for adherence to the principles of this policy.

General principles

Common sense

Promotional materials reflect on Eurachem. Creators should use common sense, bearing in mind the wide audience with interest in Eurachem and current professional standards of language and behaviour.

Neutrality

Eurachem promotional materials should not promote or amplify a particular political or philosophical stance unless

- a) Directed to do so by the Executive or the General Assembly;
- b) Publicising a Eurachem position agreed by the Executive or the General Assembly.

Correctability

Promotional materials should be withdrawn or corrected promptly if a material inaccuracy comes to light after publication.

Specific guidance

Video and audio materials

Videos and audio media can be produced for Eurachem promotional purposes or from events (such as recordings of online events).

All Eurachem videos should include appropriate Eurachem branding. The CTG and Webmaster can advise on consistent “end cards” and provide examples of title sequences. A short guide to recording of videos is also available on the Eurachem website (Pages for members|Publicity templates). The webmaster or (if appointed) designated social media manager may add Eurachem branding etc. if not already present.

The content of promotional videos etc. produced by working groups on topics within the WG remit is the responsibility of the relevant WG.

The technical content of videos produced directly from presentations at workshops, webinars etc. is the responsibility of the presenter and presentations will normally be published without amendment to the technical content. Permission to publish a meeting video, in its final form, must be obtained from presenters before publishing videos of presentations etc.

Conference posters

Conference posters promoting Eurachem or its working groups should normally use templates approved for the purpose (see the Eurachem website).

Social media posts

Individuals may be given access to Eurachem social media channels to post on behalf of Eurachem. Posts should follow the general principles above and do not need moderation or approval. Eurachem-branded templates for social media ‘cards’ are available on the member Pages of the Eurachem website and are recommended for announcements etc. Other supporting images may be used for consistency with relevant web pages, conference websites etc.

Website articles

The content of website articles is generally the responsibility of the author, subject to any review required by the respective working group (which may be the CTG or the Executive when commissioning articles for publicity purposes). The webmaster may request, or add, images for improved visual appeal, may make minor editorial changes (eg. for consistency of cross-references to other pages) and is wholly responsible for final style and layout.