



DOCUMENTED INFORMATION REGISTRATION

Type of Registration	<input type="checkbox"/> New	<input checked="" type="checkbox"/> Revised	<input type="checkbox"/> Abolished
Documented Information	MCO POLICY ON MARKETING AND COMMUNICATION SERVICES		
Process Code (FEU/XXX.XX)	FEU/MCO.C		
Document Code (XXX.XX) (OBJ.FYXXXX-XXXX)	POL.01		
Version Code	Old Version Code (VER.XX / EFF.DD MMM YYYY) 02 / EFF. 15 MAY 2023	New Version Code (VER.XX / EFF.DD MMM YYYY) 03 / EFF. 20 FEB 2024	
Process Owner	Marketing and Communication		
Number of Page(s)	2		
Reason(s) for Establishment / Revision / Abolition Updated a detailed process for Digital Broadcast Services			
Brief Description of Change(s) for Revised Documented Information Added pre-production meeting/s for Digital Broadcast (in any set-up) Added processes in Digital Broadcast to coordinate with the Media Center office for equipment and services on either Full-online Event Streaming or Hybrid Set-up			

Prepared By (Name, Signature, and Date)	Reviewed By (Name, Signature, and Date)	Approved By (Name, Signature, and Date)

for Quality Management Office

Date Registered	
Noted By (Name, Signature, and Date)	Mater List Updated By (Name, Signature, and Date)



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INTRODUCTION / DESCRIPTION

Marketing and Communication Office (MCO) offers various services that involve the marketing and communication needs of the FEU Community.

DEFINITION OF TERMS

1. MCO – Marketing and Communication Office
2. FEU Community – refers to all employees and students of FEU Manila, FEU Makati, and FEU Cavite.
3. Sponsor Department – department/office that requires the services.

SCOPE

This document outlines the policy on requesting Marketing and Communication services and the evaluation of accomplished requests.

These services are as follows:

1. Publicity Services (Facebook posting, Email Blast, Website Posting, or Updating of Page Details - Text only)
2. Digital Broadcast (Facebook or YouTube Live Streaming)
3. Creative / Graphics Services (Print Design, Webpage Layout or Design, T-Shirt or Costume Design, Logo Design, Event Collateral Design, etc.)

PROVISIONS

1. All marketing and communication services can be requested via the MCO job request form linked to the employee portal of the FEU Website. If there is a problem with the request form, MCO will entertain requests via email.
2. Sponsor department/s are required to fill out the MCO Job Request Form before any requests will be entertained.
3. MCO will inform the sponsor/s when there is/are conflict/s of schedule/s or congestion of requests.
4. MCO will send updates to the sponsor/s once the request is accomplished along with the MCO Evaluation Form to assess the performance of the MCO team in providing services to the FEU Community.

- a. Publicity Services (Facebook posting, Email Blast, Website Posting, or Updating of Page Details - Text only)
- b. Digital Broadcast (Facebook or YouTube Live Streaming)

FEU Social Media Accounts for live streaming

- Far Eastern University official Facebook (FB) page (event can be cross posted with Institute or Department FB pages)
- FEU official YouTube channel

Requesting process

1. Events to be streamed on social media should be approved by
 - **Senior Vice President for Academic Affairs (for academic units)**
 - **Vice President for Corporate Affairs (for non-academic units)**



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2. Sponsor Department (academic or non-academic unit) will be responsible for the request of use of the venue with the Facilities and Technical Services (FTS) and dedicated internet connection with IT Services.
3. Streaming requests should be filed not less than two weeks before the event.

Event types

1. **Full-online event**
 - event will be done virtually with the use of a web conferencing app. (Ex. ZOOM or MS Teams)
 - web conferencing app should be care of the sponsor department including the event link that will be sent out.
2. **Hybrid event (a face-to-face event that will have an online audience)**
 - service is done in tandem with FEU Media Center Services (MCS)
 - a separate streaming equipment request should be made via the MCS form
 - MCS will provide the video and audio equipment, while MCO oversees streaming the event on the **official FEU social media sites**.
 - Sponsor Department will create the event link (if ZOOM or MS Teams will be used)
 - a pre-production meeting is **required**.

Setup time for hybrid events streaming is at least three hours before the start of the program. The tasks included here are:

1. setting up of cameras
2. cabling
3. testing
4. program run through

Hybrid streaming can be done in the major FEU Manila and Makati events areas:

- FEU Auditorium (A/V system is managed by MCS)
- The Huddle (A/V system upon request with MCS)
- Engineering building mini-auditorium (A/V system is managed by MCS)
- FEU Administration Building multi-purpose hall (A/V system is managed by IT Services)
- FEU Chapel
- FEUture Center auditorium (A/V system is managed by MCS)
- FEU Makati auditorium (A/V system is managed by IT Services)
- Science Building special event rooms (A/V system is managed by IT Services)

- c. Creative / Graphic Services (Print Design, Webpage Layout or Design, T-Shirt or Costume Design, Logo Design, Event Collateral Design, etc.)

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