**Communications Approval**

All external communications created by the departmental administration team and CTU must be approved by the member of the communications team prior to being distributed to ensure what is being produced is professional and accessible. This includes communications about PPI, department events, research and study marketing materials in both digital and print format.

In general, a minimum of 3 working days is required to process external communication approval requests, though this depends on the size and complexity of the content and other approvals in the queue. **To facilitate this, please follow the visual identity guidelines found on the departmental intranet.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name:** |  | | |
| **Email address:** |  | | |
| **Project name and purpose­­­­:** |  | | |
| **Request date:** |  | | |
| **Due date:** |  | | |
| **Content type:** |  | | |
| **How do you plan to share/distribute the content?** |  | | |
| **Who is your intended audience?** |  | | |
| **How will your content be printed/shared?** |  | | |
| **Project funder (if applicable):** |  | | |
| Check list: | | | |
|  | | **Requester** | **Approver comments** |
| Researchers have signed off scientific content | |  |  |
| Copy has received ethical approval (if relevant) | |  |  |
| Content has been proof-read by another individual | |  |  |
| Departmental logo visible in the correct place and the correct font used. [See brand guidelines.](https://www.phc.ox.ac.uk/intranet/communications/brandguidelines) | |  |  |
| URL visible and clear for any calls-to-action | |  |  |
| Funder mentioned/acknowledged correctly | |  |  |
| Image licences have been obtained/images are royalty free | |  |  |
| Content is of sufficient quality for intended purpose | |  |  |
| Are you collecting data? Data protection statement included. | |  |  |

**Other comments:**

|  |
| --- |
|  |

Please email this form with your material/link to your unpublished digital content to [communications@phc.ox.ac.uk](mailto:communications@phc.ox.ac.uk) and the Communications Team will respond as soon as they can.

**Approved by:**

**Date:**

**Examples of materials that require approval:**

* Marketing materials for clinical studies
* External newsletters
* Materials promoting individual research groups, department initiatives or studies
* Information to patients about our research
* Promotional materials for events and courses
* Blog posts to be placed on University-owned websites
* Infographics, videos and podcasts.