

	Organisational Policies:	Academic
	Policy Name:	Media Posting Policy
	Approved:	SEPTEMBER 2017
	Expiry Date:	SEPTEMBER 2017

Purpose:

The purpose of this policy is to ensure that Providers who advertise or provide information for posts on Facebook or Instagram are not favoured in any way by ITHSA and that guidelines and parameters are set to ensure that adverts and Providers are not selected on the basis of favouritism or discriminated against in any manner.

Policy:

The ITHSA will accept Provider adverts or posts but they must be evaluated against the criteria provided in this policy. We will ensure that all activity and materials used to market products and services are accurate, current, contain all required and relevant information, and represent us with integrity and professionalism.

Scope:

Responsibility:

This policy applies to Providers and all employees of ITHSA and the Marketing Co-Ordinator.

Prohibited Content:

1. Posts must not constitute, facilitate, or promote illegal products, services or activities. Posts targeted to minors must not promote products, services, or content that are inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted.
2. Posts must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.
3. Posts must not promote the sale or use of tobacco products and related paraphernalia.
4. Posts must not promote the sale or use of illegal, prescription, or recreational drugs.
5. Posts must not promote the sale or use of unsafe supplements.
6. Posts must not promote the sale or use of weapons, ammunition, or explosives.
7. Posts must not promote the sale or use of adult products or services, except for Posts for family planning and contraception. Posts for contraceptives must

- focus on the contraceptive features of the product, and not on sexual pleasure or sexual enhancement, and must be targeted to people 18 years or older.
8. Posts must not contain adult content. This includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.
 9. Posts must not contain content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
 10. Posts must not contain shocking, sensational, disrespectful or excessively violent content.
 11. Posts must not contain content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.
 12. Posts must not contain deceptive, false, or misleading content, including deceptive claims, offers, or business practices.
 13. Posts must not contain content that exploits controversial political or social issues for commercial purposes.
 14. Posts must not direct people to non-functional landing pages. This includes landing page content that interferes with a person's ability to navigate away from the page.
 15. Posts may not promote the sale of spy cams, mobile phone trackers or other hidden surveillance equipment.
 16. Posts must not contain profanity or bad grammar and punctuation. Symbols, numbers, and letters must be used properly.
 17. Posts must not contain "before-and-after" images or images that contain unexpected or unlikely results. Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health related products.
 18. Posts must not promote payday loans, paycheck advances or any other short-term loan intended to cover someone's expenses until their next payday.
 19. Posts may not promote fake documents, such as counterfeit degrees, passports or immigration papers.
 20. Posts must not contain spyware, malware, or any software that results in an unexpected or deceptive experience. This includes links to sites containing these products.
 21. Posts must not contain audio or flash animation that plays automatically without a person's interaction or expands within Facebook after someone clicks on the post.
 22. Posts must not promote products or items that facilitate or encourage unauthorized access to digital media.

Restricted Content:

1. Posts that promote or reference alcohol must comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals, and include age and country targeting criteria consistent with Facebook's targeting guidelines and applicable local laws. Note that Posts promoting or referencing alcohol are prohibited in some countries, including but not limited to: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, Turkey, United Arab Emirates and Yemen.
2. Posts for online dating services are not allowed.
3. Posts for subscription services, or that promote products or services that include negative options, automatic renewal, free-to-pay conversion billing products, or mobile marketing are subject to our subscription services requirements.
4. Posts promoting student loan services must be targeted to people 18 years or older. Posts must not promote misleading or deceptive services related to student loan consolidation, forgiveness, or refinancing.

Video Posts:

1. Videos and other similar ad types must not use overly disruptive tactics, such as flashing screens.
2. Posts for movie trailers, TV shows, video game trailers, and other similar content intended for mature audiences must target people who are 18 years or older. Excessive depictions of the following content within these Posts are not allowed:
 - a. Drugs and alcohol use
 - b. Adult content
 - c. Profanity
 - d. Violence

Post Content:

1. All post's components, including any text, images or other media, must be relevant and appropriate to the product or service being offered and the audience viewing the ad.
2. Posts must clearly represent the company, product, service, or brand that is being advertised.
3. The products and services promoted in a post's text must match those promoted on the landing page, and the destination site must not offer or link to any prohibited product or service.
4. Posts must not request financial information, including bank account numbers, bank routing numbers, credit or debit card numbers, credit scores, income, net worth or how much debt someone has without our prior permission nor government required information; health information; insurance information; political affiliation; religion; sexual orientation; or usernames or passwords.

Steps to Take if Post disapproved:

Edit the Post

If the post isn't approved for not fully complying with our policies, you can edit it and resubmit for review. To edit your ad:

- Check the email address associated with your advertising account. If your ad doesn't get approved, we'll send you an email with details that explain why.
- Using the information in your disapproval email, you can edit your ad and create a compliant one.
- Save your edited changes. Once you save your changes, your ad will be resubmitted for review.

Additional criteria:

1. This applies to Facebook posts only
2. One post per week from a selected Provider
3. ITH will approve the post
4. Posts must carry the ITH Logo/brand
5. Only one submission currently per College and ITH does not guarantee a post
6. Provider account must be in good standing and all fees update to date

I, _____, hereby accept the terms and conditions as set out in the policy.

Date:	
Signature:	