GUIDELINES ON DISTRIBUTION OF INFORMATION IN THE MEDIA AT AZERBAIJAN TOURISM AND MANAGEMENT UNIVERSITY

INTRODUCTION

The important events of Azerbaijan Tourism and Management University, the achievements of the University, the realization of new cooperation or projects, as well as the achievements of the administration, members of the academic staff, as well as the achievements of students and graduates, are published on the official website of ATMU (hereinafter, the website), news sites and social media accounts regularly share news.

The purpose of this manual is to achieve the required form of information that is intended to be shared in all ATMU structures. While preparing the information to be shared, the structures take into account the legislation of the Republic of Azerbaijan, as well as this instruction.

Since Azerbaijan ATMU is an educational institution, the content of shared news and announcements is intended for the education of students, graduates and staff members.

During the preparation of this manual, the Legislation of the Republic of Azerbaijan, the Law on Media, ATMU Charter were taken as a basis. In all matters that are not regulated by the manual and in which there is a conflict, the Legislation of the Republic of Azerbaijan and the Charter of ATMU are the basis.

I. Methods of communicating information to the public

At ATMU, information is communicated to the public by:

1.1. With news sites – at this time, the information received from the structures is sent to official sites of national importance and covered.

1.2. Through social media – at this time, information is posted on ATMU's official social media accounts – Facebook, Instagram.

1.3. Through the official website of ATMU – at this time, the information is posted on the official website of ATMU (https://atmu.edu.az/az/web/index).

1.4. By placing ATMU on internal boards – mainly used during the delivery of announcements and posted by relevant structures on ATMU information boards.

1.5. Via corporate e-mail – sending information between students, administrative and pedagogical staff via e-mail. It is mainly used for intra-enterprise data transfer.

II. Data content requirements

The information intended to be communicated to the public has the following content and is prepared according to the relevant requirements. Information transfer with mass media involves external, others internal information exchange. Based on this, the content of the highlighted information is divided into two places, enterprise and country.

The information intended to be covered on news sites is as follows:

2.1.1. Official meetings – ATMU and national important official meetings are covered on news sites. As an example, results-oriented meetings with embassy, industry, partner University representatives can be mentioned.

2.1.2. Achievement and success of the institution or member – refers to publicizing the international and local achievements of ATMU or its stakeholders (students, pedagogical and administrative staff representatives). As an example, ATMU's acquisition of international certificates (ISO, TedQual), publication of scientific articles by the teaching staff in prestigious scientific journals, etc. can be shown.

2.1.3. Events, trainings, seminars, conferences or projects that will take place and have taken place – for example, participation in important national and international conferences, organization of labor fairs, participation in AITF exhibitions, participation in international projects, participation in training and seminars aimed at the development of employees and trainees.

2.1.4. Social events – coverage of information related to participation in nationally important social action or events. Examples include press releases about blood donation, fighting bad habits, and participation in greening and beautification.

2.1.5. Information on the implementation of the issues arising from the decrees of the head of the country – for example, “On the celebration of the 130th anniversary of Ahmad Javad”, declaring 2023 as the “Year of Heydar Aliyev”, etc. information about the measures implemented as a result of such orders can be shown.

2.1.6. Information on the celebration of nationally important days – sharing information on events related to days of mourning, Independence, Restoration of Independence, Victory Day can be an example of this.

2.1.7. Press releases on the holding of knowledge and graduation day at ATMU.

2.1.8. All the news published on the news sites are also posted on the ATMU official website in the “News-ATMU media” section.

2.2. The information intended to be covered in social media has the following content:

2.2.1. Issues reflected in paragraphs 1.1-1.4 above.

2.2.2. Announcements – mobility, scholarship programs, seminars, training, projects, employment, as well as admission rules for various educational levels, mainly intended for students, graduates and ATMU members, etc.

2.2.3. Announcements related to events held by SYO and SSS – announcements or press releases related to events prepared and implemented directly by SYO and SSS belong here. As an example, competitions, debates, trainings, socially important meetings and events carried out by these organizations can be shown.

2.2.4. Sharing posters on national and international important days – World Tourism Day, Youth Day, Nowruz holiday, etc.

2.3. The information to be covered on ATMU's official website is as follows:

2.3.1. Issues reflected in paragraphs 1.1-1.6 above

2.3.2. The classifieds section of the site is divided into five main sections. Sections (applicant, student, graduate, employee and others) are placed on the issues reflected in the above-mentioned point 2.2.

2.3.3. Information about structures is regularly updated on the site. At this time, it is necessary for the structures to regularly send updated information about their activities to the person responsible for the site.

2.4. The information posted on ATMU internal boards is as follows:

2.4.1. General external announcements that do not contradict the Legislation of the Republic of Azerbaijan, ATMU Charter and internal disciplinary rules – announcements about exhibitions, labor fairs, festivals, cultural and mass events belong here.

2.4.2. ATMU internal announcements – to the electronic database, seminars, payment of student tuition fees, competitions and debates, intellectual games, etc. related announcements are here.

2.4.3. Social and educational ads – to fight bad habits, save water, support recycling, etc. ads can be an example here.

2.5. The information delivered via corporate e-mail is as follows:

2.5.1. 2.2 of this manual. The issues mentioned in paragraph – these are sent to both employees and students.

III. Information preparation requirements

When preparing information, it is necessary to consider the following:

3.1. A press release, photo or video about the main event is used during news preparation.

3.2. News is based on novelty, unusualness, interest and importance of information. It is not considered appropriate to cover regularly recurring events in the form of news, for example, the process of a teacher teaching a lesson.

3.3. When preparing a photo or video that will be reflected in the news, its quality should be considered. When low-quality images and videos are used, they do not attract the reader's attention and the message being shared is not emphasized. The photo must be in "png or jpg" format. It is advisable to shoot the video with a professional camera.

3.4. It is necessary to take screenshots from online meetings with the "prt sc" button of the computer, not with an additional external device (for example, a phone). At this time, it is necessary to have the computer in full screen mode.

3.5. It is necessary that the photo sent for the news is directly related to the content of the information. For example, when informing about the publication of a book, it is appropriate to provide a complete picture of that book.

3.6. Posters and brief information are used during the preparation of announcements. It is necessary to send the announcements in word format, because the poster is made based on it. Advertisements in other formats (pdf, scanned document) are not accepted.

3.7. Posters should use the colors (white, blue and yellow) corresponding to ATMU's logo, the date, time, place and for whom the event will be held, as well as other information needed according to the announcement (last date of application, means of contact, etc.) .

3.8. ATMU logo must be used in announcements issued by SYO, SSS.

3.9. It is necessary to have the ATMU logo in joint announcements prepared during joint cooperation.

3.10. Press releases are used to express content in the news. A press release is informational information of the enterprise intended for mass media and carrying potential news for the society.

3.11. The press release should contain information about the following:

3.11.1. Theme of the event

3.11.2. Date of event

3.11.3. Venue of the event

3.11.4. Organizers

3.11.5. Purpose

3.11.6. Participants

3.11.7. Speakers/mentors

3.11.8. Additional information if necessary according to the content.

3.12. When preparing all announcements, news, press releases, it is necessary to follow the lexical and grammatical rules of the Azerbaijani language.

3.13. In the preparation of all information, it is necessary to follow ATMU's Clerical instructions (http://atmu.edu.az/az/umumi-shobe-senedleri). Data in Word format should be Arial, size 12 and spacing 1.5.

IV. Rights and obligations of persons responsible for the collection and transfer of information

4.1. The rights of the structure that prepares the information to be illuminated are as follows:

4.1.1. Send the information regulated by the directive to the responsible person for clarification.

4.1.2. Obtaining enlightened information.

4.2. The tasks of the structure that prepares the information to be illuminated are as follows:

4.2.1. To comply with the requirements of the instruction in the content and layout of the data.

4.2.2. Provide information in a timely and correct manner.

4.3. The rights of the data controller are as follows:

4.3.1. Receive information in a timely manner

4.3.2. To get the information in the format according to the clauses of the manual

4.4. The duties of the person responsible for disclosing the information are as follows:

4.4.1. To edit the information to be covered in the mass media

4.4.2. Bringing information to light in a timely manner

4.4.3. Sharing the highlighted information with the relevant structure

4.5. The persons responsible for preparing the information are representatives of relevant structures, the person responsible for receiving the information and covering it in the mass media is the press secretary, the person responsible for receiving the information and posting it on social media and the official website is the chief specialist of the “Quality Planning and Development” section of the “Quality Assurance” department.