



<p>Team Name: Corporate Communications</p> <p>Team Lead: Regional Director – Communications & FLS</p> <p>Approved by: Executive Director – West</p>	<p>Reference Number: ORG.1110.PL.005</p> <p>Program Area: Corporate Communications/French Language Services</p> <p>Policy Section: Corporate Communications</p>
<p>Issue Date: December 3, 2014</p> <p>Review Date:</p> <p>Revision Date: January 17, 2019</p>	<p>Subject: Advertising – Print & Digital</p>

POLICY SUBJECT:

Advertising – Print & Digital

PURPOSE:

Southern Health-Santé Sud is responsible to ensure that advertising (print & digital, paid & unpaid) is consistent with the region’s bilingual corporate identity. This includes but is not limited to advertising in newspapers, public service announcements, magazines, conference programs, newsletters, publications, directories, online, etc.

BOARD POLICY REFERENCE:

Executive Limitation (EL-1) – Global Executive Restraint & Risk Management
 Executive Limitation (EL-9) – Communication and Support to the Board
 Executive Limitation (EL-10) – Public Relations

POLICY:

1. Aligned with the Vision, Mission, Values and the Board ENDS of the organization and maintaining the highest level of consistency and professionalism, advertising:
 - 1.1. reflects a consistent, positive brand image of Southern Health-Santé Sud, this in accordance with the Graphic Design Support & Guidelines policy (ORG.1110.PL.002)
 - 1.2. is health-related and aligns with Southern Health-Santé Sud’s mandate, promoting a culture of responsibility, positive self-image and ownership for wellness and health
 - 1.3. educates or informs Southern Health-Santé Sud clients about the region’s health sites, programs and services

- 1.4. engages clients by providing information of general interest and enhancing the client experience
- 1.5. supports recruitment efforts for employees and volunteers
2. Southern Health-Santé Sud advertisements do not endorse private vendors or businesses.
3. In all instances, advertisements with potential or anticipated adverse media coverage or public reaction must be vetted to the Senior Leader or designate and the CEO prior to publication.
4. Corporate advertisements aimed at the general public and community/local advertisements aimed at a specific geographic area with higher francophone concentration are published in both official languages (English/French). See French Language Services (FLS) - Communications in Official Languages (ORG.1111.PL.002).

DEFINITIONS:

Advertisement: a notice or announcement in a public medium advising of a service or event

PROCEDURE:

1. Corporate Communications coordinates advertisements of *corporate nature* such as the annual public meeting, regional conferences, etc. Sites, programs or services may be called to assist with content.
2. Sites, programs and services coordinate advertisements with a focus on a specific geographic area or portfolio. This includes scripting, design work, approval of mockup, dissemination and funding. Corporate Communications is accessed for advisement and support as required. Some examples include: local workshops or classes, notices, health promotion advertising specific to a site, program or service.

Sites, programs and services have the following options:

- 2.1. submit a proposed layout of the advertisement to Corporate Communications using the Communications Support Request (ORG.1110.PL.002.FORM.01).

The site, program or service:

- 2.1.1. determines sources where advertisement is to be published
- 2.1.2. obtains a quote and, as required, a mockup from the vendor, identifying clear instructions, such as placement, dimensions and publication dates
- 2.1.3. forwards mockup to the site, program or service Regional Director or designate for approval and cc the Graphics & Website Specialist for information.
- 2.1.4. Processes the request as approved.

- 2.2. request a vendor to produce a design of advertisements

REFERENCES:

[ORG.1110.PL.002](#)

Graphic Design Support & Guidelines

[ORG.1110.PL.002.FORM.01](#)

Communications Support Request

[ORG.1110.PL.002.SD.01](#)

Graphic Standards Manual

[ORG.1110.PL.004](#)

Photography and Videography of Clients and Employees or Public Relations Purposes

[ORG.1110.PL.007](#)

Use of the Southern Health-Santé Sud Logo

[ORG.1111.PL.002](#)

French Language Services (FLS) – Communications in Official Languages