

## *Content Management Policy*

**This policy outlines the acquisition, development, maintenance and distribution of/access to information resources and our own publications, podcasts and content. It also ensures our collections are as comprehensive as possible within resource constraints and that resources are used as efficiently as possible.**

*This policy may be read in association with our [Events Terms & Conditions](#) outlining how we engage employers and external partners and suppliers*

This policy covers:

- Physical resources in our Strand Careers Centre
- Promotion of activities across our virtual learning environment, social media platforms and blog
- King's-produced publications, videos, podcasts and articles
- Subscriptions to external information resources

Our aim is to ensure we promote high-quality content, information and resources to meet the diverse needs of our services users, ensuring information is accessible and engaging, relevant, accurate and up-to-date.

### **Physical resources in our Strand Careers Centre & Guy's Office**

- We no longer provide printed copies of our sector guides and King's-produced careers publications by default but are open to producing these in alternative and accessible formats where requested.
- In addition to linking to [digital versions on our virtual learning environment](#), we will house physical collateral provided by our approved list of external suppliers where we deem it of high-quality and to be enhancing our service user experience.
  - Our approved list of physical guides includes:
    - *The Times Top 100 Employers*
    - *Inside Careers Guides*
    - *The Guardian 300*
    - *Targetjobs / Targetcareers Sector Titles*
    - *The Lex 100*
    - *Chambers Student Guide*
    - *Stonewall Top 100 Employers Guide*
    - *LawCareers.net Handbook*
    - *RateMyPlacement*
- We no longer stock employer brochures, guides and flyers as this is often unrepresentative of the breadth of sectors and opportunities for our service users and can end up overwhelming our physical spaces which can be detrimental to your brand.

### **Promotion of activities across our social media platforms and blog**

- We no longer promote resources or collateral where there is a cost attached to our service users e.g. paid-for services or book purchases.
- We do not reshare employers' own content directly on our social media, but instead encourage you to make use of our hashtag (#BuildingSuccess) when attending our events or activities.

- You may also '@' us and we may choose to quote your post with additional information provided by us internally.

## King's produced publications, videos, podcasts and articles

- We produce content across our social media platforms, blog posts and podcasts.
- Speakers from employer organisations and other relevant parties are invited to contribute to podcasts. However, we treat their views as independent of our own.
- We record many of our panels and workshops (held either in person or virtually), where speakers give explicit permission for us to do so. These recordings are held securely on Kaltura and made available to internal audience(s) only. Recordings are usually held for three years before being removed from active usage or deleted.
- Volunteering opportunities are no longer publicised through our existing central channels. We do encourage these types of requests to be submitted to [King's Volunteering](#)

## Subscriptions to external information resources

We procure various external platforms to support our careers & employability support to students, with each carefully considered and following strict internal procedures.

If you are interested in pitching a platform, app or service to us please [email us](#) with the following details:

- *What your service or platform does*
- *A brief history of your organisation and its services*
- *The cost to use institutionally or to our service users*
- *Your company registration information at Companies House*
- *Your data protection and privacy policy(ies)*
- *A case study or reference from another UK university careers service*

---

## Updated: September 2022

King's Careers & Employability is a member of the [Association of Graduate Careers Advisory Services \(AGCAS\)](#) and as such upholds their codes of best practice in graduate recruitment