

Strategic Marketing and Communications

	Description of Records	Retention Trigger and Retention Period	Disposal Action	Rationale for Retention Period and Disposal Action	Records Owner
1 Media Communications Management					
1.1	Records documenting the institution's media/other business contacts	Superseded	Destroy	JISC Recommendation	SMC
1.2	Records documenting the planning and organisation of media briefings	Date of briefing + 1 year	Destroy	JISC Recommendation	SMC
1.3	Transcripts of media briefings	Date of briefing + 5 years	Review	Depends on content of briefing, may hold research/historic value	SMC
1.4	Records documenting the planning and organisation of media interviews	Date of interview + 1 year	Destroy	JISC Recommendation	SMC
1.5	Transcripts of media interviews	Date of interview + 5 years	Review	Depends on media interview, may hold research/historic value	SMC
1.6	Press Releases - significant events	N/A	Permanent		SMC
1.7	Press Releases - other	End of academic year + 5 years	Review	JISC Recommendation, may hold historic/research value	SMC
1.8	Records documenting media enquiries, the internal handling of these enquiries and responses provided	Last action on enquiry + 3 years	Destroy	JISC Recommendation	SMC
2 Media Monitoring					
2.1	Records documenting the monitoring and analysis of media coverage of the institution including social media coverage	Current year + 5 years	Review	May hold historic value; JISC Recommendation	SMC
2.2	Press cuttings	n/a	Archive	Holds historic/research value	SMC
Marketing					
3 Marketing Strategy & Policy					
3.1	QUB Marketing Strategy and Policies	Superseded + 5 years	Archive	JISC Recommendation	SMC
3.2	QUB Marketing Strategy and Policy and working papers	Issue of strategy/policy + 1 year	Destroy	JISC Recommendation	SMC
4 Market Research					
4.1	Records documenting the design and development of market research tools including surveys; feedback questionnaires	Completion of research + 5 years	Destroy	JISC Recommendation	SMC

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4.2	Market research data: data relating to identifiable individuals	Completion of analysis of data	Destroy	JISC Recommendation	SMC
4.3	Market research data: aggregated data and analyses including reports, summaries and statistics	Completion of research + 5 years or until completion of the next survey, if comparisons need to be made	Review	JISC Recommendation; may still hold value	SMC
5 Marketing Campaign Management					
5.1	Records documenting the design, implementation and review of marketing campaigns	Completion of campaign + 3 years	Review	JISC Recommendation; may still hold reference value	SMC
6 Corporate Identity & Brand Management					
6.1	Records documenting the design of the institution's corporate identity marks (logos etc.)	Superseded	Review	JISC Recommendation; may hold research value	SMC
6.2	Records documenting the development of corporate style guides for official use of corporate identity marks	Superseded	Review	JISC Recommendation; may hold research value	SMC
7 Advertising Management					
7.1	Records documenting the development, placement and impact of advertisements	Current + 5 years	Review	JISC Recommendation; may hold research value	SMC
7.2	Consent forms for use of personal images in QUB advertising	Images no longer used or consent is withdrawn		Required to retain consent for use of images. Going forward this will be managed through Digital Asset Management system that is in the process of being procured. Upon implementation, a retrospective audit of consent forms will be carried out and disposed of where necessary.	SMC
8 University Publications					
8.1	Copies of University Publications	While current + 3 years	Archive	JISC Recommendation	SMC
8.2	Records documenting the design, commissioning, editing and production of publications	Issue of publication + 1 year	Review	May hold reference value	SMC
8.3	Records documenting the distribution of publications	Current year + 1 year	Destroy		SMC