

# STANDARD OPERATING PROCEDURE (SOP)

## Publication of News Items on the University Website

University of Vocational Technology (UoVT)

*Effective from date of approval by the Vice Chancellor | Version 1.0*

**Policy Principle:** Any University activity or achievement with publication value shall be submitted for publication on the official University website — events, competitions, student activities, research, outreach, and institutional achievements.

### 1. Purpose

This SOP establishes a clear path for the submission, drafting, review, approval, and publication of all official news items on the University website from the point at which a newsworthy item is generated through to upload by the IT Section.

### 2. Scope

Applies to all Faculties, Departments, Units, Centres, University Colleges, Administrative Divisions, Student Sections, and Committees. Qualifying categories include:

- Academic events, seminars, workshops, guest lectures, and conferences.
- Competitions, awards, recognitions, and student achievements.
- Research, innovation, outreach, and community engagement activities.
- Institutional ceremonies, partnerships, MoUs, training programs, and special announcements.

### 3. Approval Authority

The final approving authority is the Vice Chancellor. For operational efficiency, this authority is delegated to the English Content Editor and Tamil Content Editor for language-cleared website publication, in accordance with the Institutional Image Advancement Public Relations Committee appointment letter.

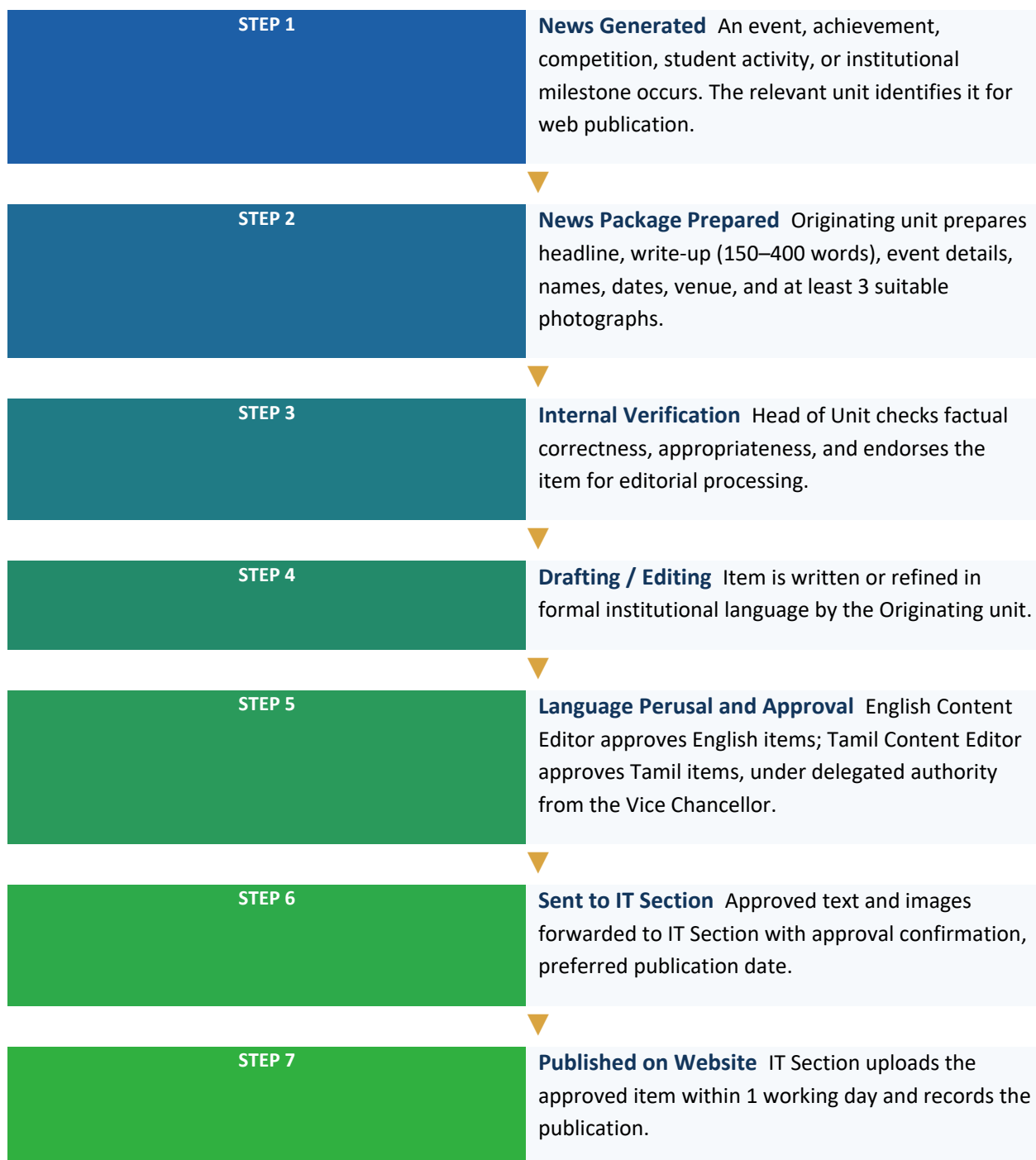
**Escalation:** Matters involving legal sensitivity, controversy, policy interpretation, disciplinary issues, financial disputes, or reputational risk shall NOT be published under delegated approval and must be referred to the Vice Chancellor.

### 4. Roles and Responsibilities

Role / Office	Responsibility
Originating Faculty / Department / Unit	Identifies the newsworthy item; prepares source information, photographs, and basic facts. Drafts or refines the news item in proper institutional format.

<b>Head of Department / Head of Unit / Dean / Director</b>	Verifies factual accuracy, relevance, and endorses the item for editorial processing.
<b>English Content Editor</b>	Peruses, edits, and approves English content under delegated authority from the Vice Chancellor.
<b>Tamil Content Editor</b>	Peruses, edits, and approves Tamil content under delegated authority from the Vice Chancellor.
<b>IT Section / Digital Infrastructure Officer</b>	Publishes only approved items on the official University website within 1 working day.

## 5. Workflow



## 6. Submission Requirements

Required Item	Description
Proposed Headline	Clear and concise title of the news item.
Draft Text	150–400 words in formal University style.
Event Details	Date, venue, organizing unit, names/designations of key persons.
Photographs	At least 3 high-quality images with captions.
Endorsement	Confirmation from the Head of Unit or relevant authority.

## 7. Time Standards

Activity	Responsible Party	Standard Time
Drafting / editorial revision	Originating Unit	Within 1 working day
Verification and endorsement	Head of Unit	Within 1 working day
Language approval	English / Tamil Editor	Within 1 working day
Web publication	IT Section	Within 1 working day after approval

## 8. Content Control

✓ Publishable Content	✗ Restricted Content
Events and ceremonies.	Confidential internal matters.
Competitions and awards.	Unverified claims.
Student activities and achievements.	Politically partisan statements.
Research and innovation highlights.	Defamatory or sensitive personal information.
Outreach, partnerships, training programs.	Items with legal/reputational risk — escalate to VC.

## 9. Standard Submission Format

- Title of news item.
- Date of event or activity.
- Venue / location.
- Organizing Faculty / Department / Unit.
- 150–400 word draft in formal institutional language.
- Photographs with captions (minimum 3).
- Name of contact person.
- Endorsement by Head of Unit.

## 10. Suggested Approval Notation

Certified that the attached news item is factually correct, suitable for publication, and approved for upload to the official University website.

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Unit: \_\_\_\_\_


Date: \_\_\_\_\_

Approved by: English Content Editor / Tamil Content Editor

## 11. Monitoring and Review

The Institutional Image Advancement Public Relations Committee, together with the Editors and IT Section, shall periodically review compliance, turnaround times, and quality of published content. The Secretary/Convener shall maintain a digital register of submitted, approved, pending, and published news items.

### Approval

Field	Detail	Signature / Date
Prepared by	Institutional Image Advancement Public Relations Committee	 01.06.2026
Approved by	Vice Chancellor, University of Vocational Technology	
Delegation	English Content Editor & Tamil Content Editor will peruse and forward the news for publication on the web	