



AD1000: Administration – Communications and Marketing		
University of British Columbia RECORDS SCHEDULE		Schedule Number: AD1000
Primary Title: Communications and Marketing		Office of Primary Responsibility (OPR): UBCV: UBC Communications; all units UBCO: Communications and Marketing; CMS; University Relations
Records of communications with internal and external stakeholders, across genres and formats including text (e.g. advertisements, website copy, promotional materials, press releases), events (e.g. public meetings, press conferences, interviews, videos), and audio-visual (e.g. photographs, illustrations, infographics, general branding).		
Vital: No		PIB: No
Authority: BoG Policy GA4: Records Management		Date Approved: 20220729
Secondary No.	Secondary Title	Retention, Destruction & Disposition
01	Communications Protocols, Guidelines, Standards, Best Practice	EV+5Y, SR EV= Date superseded or obsolete SR=Finalized policies and procedures to archives; drafts and supporting documents can be destroyed
05	General	CY+5Y, D
10	Branding Assets Social media graphics, branding assets, boilerplate copy and go-bys, layouts, templates.	EV+5Y, D EV=Date superseded or obsolete
15	Internal Communications Projects	EV+5Y, SR EV=Date project is complete SR=UA will selectively retain communication’s projects
23	Marketing and Promotions	CY+5Y, SR SR=UA will selectively retain finalized promotional



		materials such as: pamphlets, brochures, programs
25	Multimedia Assets Events Management Multimedia Assets, captured video, captured photographs.	CY+5Y, SR SR=UA will selectively retain multimedia assets based on uniqueness and volume
31	Publications	CY +5Y, SR SR=Finalized published works, such as newsletters
35	Social Media Management	CY+5Y, SR SR=UA will selectively retain finalized Strategies, reports, and planning documents
41	Website Management	CY+5Y, SR SR=UA will selectively retain finalized strategies, reports, and planning documents
45	Issues	CY+5Y, SR SR=UA will selectively retain records from this series
60	Reports	CY+5Y, SR SR=UA will selectively retain records from this series
<p>Acronym Key. AY = Academic Year; CY=Calendar Year; D=Destroy; EV=Event; FY=Fiscal Year; FR=Full Retention by University Archives unless otherwise noted; OPR=Office or Department responsible for <i>source of truth</i> records; SO=When superseded or obsolete; SR=Selective Retention by University Archives; UA=University Archives; Y=Year</p>		