



## **Dean's Measure No. 11/2024 Promotion, Website and Official Social Networks of the FFPW USB and CENAKVA**

### **Promotion in the media, on flyers, promotional and other materials, at fairs and other cultural events, preparation and printing of business cards:**

- Promotion is based on the plan approved by the Dean's Collegium, possibly the Director of the given part, or the Registrar and it concerns for example advertising in the press, participation in fairs and other cultural events, promotion of the study and services of the FFPW USB in other media and on printed flyers and promotional materials. This promotion is provided and mediated by the Coordinator for Commercialization and Social Relevance who is responsible for it. The person is also responsible for the regular preparation and printing of business cards for the FFPW USB staff.

### **Day of Open Doors (DOD)**

- The coordination of the preparation and course of the DOD is ensured by the Director of the given part and he/she is responsible for it.
- DOD is usually held at the Institute of Aquaculture and Protection of Waters (IAPW) every year in January (as part of the DOD of the entire USB) and at the Research Institute of Fish Culture and Hydrobiology in Vodňany (RIFCH) in May (as part of the Vodňany Fishing Days).

### **Website of the FFPW USB:**

- The Coordinator for Promotion and Marketing is responsible for coordinating activities, updates and checking the correctness of the content of the FFPW USB website ([www.frov.jcu.cz](http://www.frov.jcu.cz)).
- All FFPW USB employees should publish their photographs, both on their Office 365 account (see instructions in Appendix No. 1) and in contacts on the university account (see instructions in Appendix No. 2). The task of workplace heads is to motivate his/her subordinates to make the mentioned photos available.
- The Registrar, Dean's Assistant, Personnel Officer, Coordinator for Promotion and Marketing as well as Commercialization and Social Relevance, Assistants of Directors, Administrator of Open Access, Assistants of Vice-Deans and Heads are responsible for individual sections of the FFPW USB website concerning the Dean's Office; faculty Institutes; CENAKVA; study; science and research; and foreign affairs. Supervisors of the given parts of the faculty (Dean, Vice-Deans, and Directors) continuously check the website.
- Faculty staff sends by email all processed news and reports from foreign trips to the FFPW USB website to the Coordinator for Promotion and Marketing. In the case of reports from



foreign trips, it is important to also send the report in a copy of the email to the Officer of the economic workplace responsible for travel orders. News must be sent in Czech and English versions. The length of reports in both language mutations is limited to a maximum of 150 words. In justifiable cases, some important and interesting news can be longer after agreement with the Coordinator for Promotion and Marketing. The news and reports must be accompanied by photographs or other illustrations.

- When delivering documents and editing sections of the website, each responsible employee or a person authorized by him/her will deal directly with the IT staff of the faculty. In cases requiring a more significant intervention in the structure of the website, these changes will be discussed with the Coordinator for Promotion and Marketing.
- The Dean of FFPW USB performs a random check of the up-to-dateness and correctness of the data on the website and official social networks.

#### **Official social networks of the FFPW USB:**

- The Coordinator for Promotion and Marketing is responsible for the promotion of the faculty and CENAKVA and its plan on official social networks (e.g.: Instagram, Facebook, LinkedIn, and others) and continuously coordinates, implements, and checks the correctness of the content.
- In the case of the need for professional consultation or doubts about the content of contributions, the Coordinator can consult the relevant head of the laboratory, the Director, the Vice-Dean, or the Dean of the faculty.

The exceptions can be decided by the Dean.

This Measure cancels the Dean's Measure No. 14/2021.

This Measure comes into effect on 1<sup>st</sup> May 2024.

Prof. Tomáš Polícar  
Dean of the FFPW USB

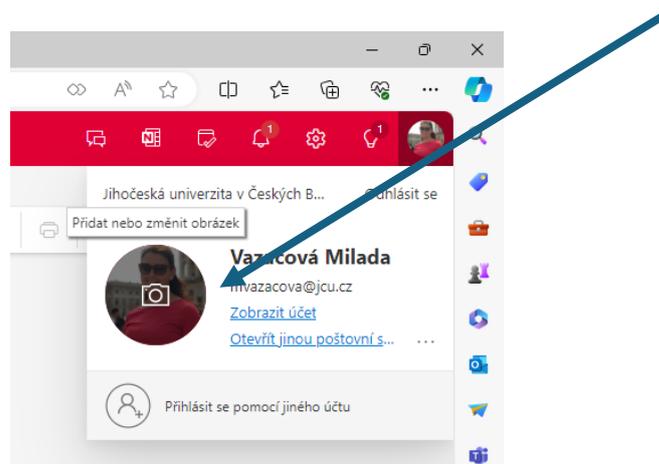


## Appendix No. 1: Inserting a profile photo in Office 365

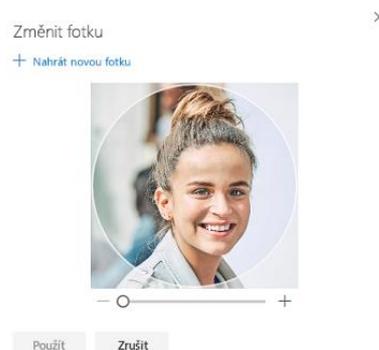
1. Find the photo you want to use and save it to your computer. The photo must be less than 4 MB and can be a .png, .jpg or .gif file.
2. Sign in to Microsoft 365 using your work account on Microsoft365.com through the **Microsoft Edge browser**.
3. In the upper right corner of the page, select the circle that shows your initials or the person icon and click on it.



4. You will see the image below, in which you click on the **person's initials or icon again**.



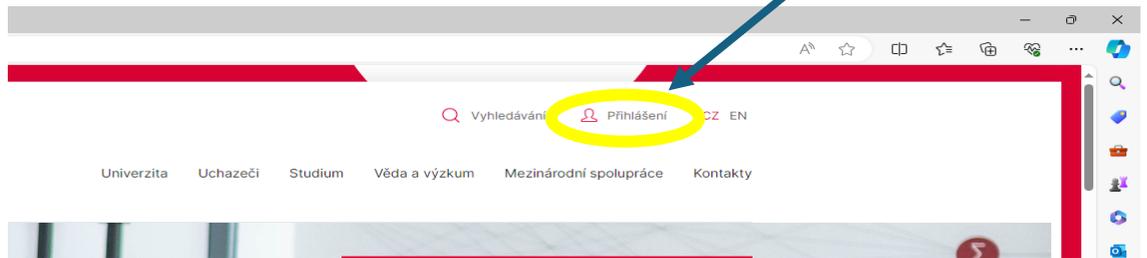
5. The option to change your photo will open and here you select "Upload a new photo" and then "Apply".



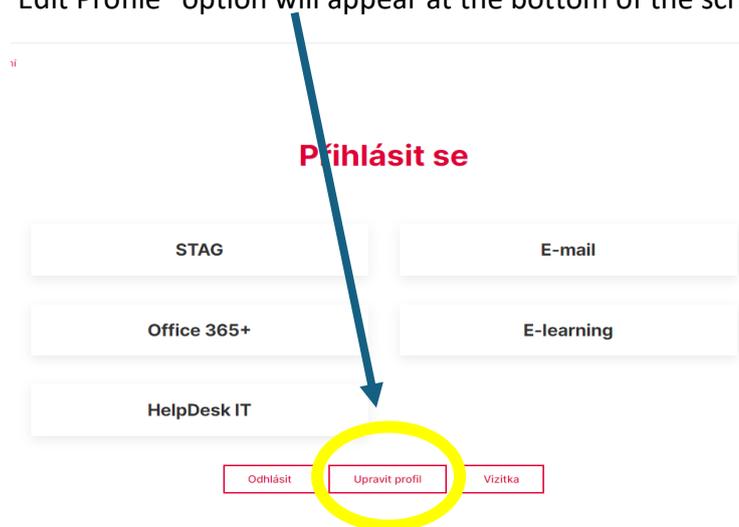


## Attachment No. 2: Inserting a profile photo in the USB account

1. Open the webpage [www.jcu.cz/cz](http://www.jcu.cz/cz) and in the upper right corner click on "Login" and log in to your USB account and then click again this time on your name, which appears next to the person icon.



2. The "Edit Profile" option will appear at the bottom of the screen. Click with your mouse.



3. On the fourth line, there is a Photo – "Select" box

