

# I didn't know you did that!

Marketing your services & promoting your culture

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@SamElkington #DTTRFT2016



# But why?



Drive engagement



Raise our profile

# Quick guide cards

## WHAT'S... A RECORD?



Questions?  
[records@usc.edu.au](mailto:records@usc.edu.au)

## MYTHBUSTERS DIGITAL SIGNATURES



Questions?  
[records@usc.edu.au](mailto:records@usc.edu.au)

## HOW TO USE... SHARED DRIVES



Questions?  
[records@usc.edu.au](mailto:records@usc.edu.au)

## HOW TO... FIND IMAGES FOR PRESENTATIONS



Questions?  
[copyright@usc.edu.au](mailto:copyright@usc.edu.au)

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## Managing Information

Under the managing information pages you will find info about information and records, disposal, managing data, the framework for data management (DAMA-DMBOK), copyright basics, copyright for campus events, links to image and text resources, web accessibility, IM Committee, Data Stewards and Administrators Group, Business Application Administrator Group, USC Records Community of Practice, and training and resources including a training calendar and RecFind resources.

### Information & Records



Info by GotCredit (CC BY 2.0)

### Managing Data



System Lock by Yuri Samoilov (CC BY 2.0)

### Copyright



Copyright by Dennis Skley (CC BY-ND 2.0)

### Web Accessibility



Hands Typing on Laptop Keyboard by Image Catalog (CC0 1.0)

### Information Governance



Glasses on MacBook Air by Image Catalog (CC0 1.0)

### Training & Resources



Teaching practice by Gisella Klein (CC BY-NC 2.0)

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## Information and Records

USC is committed to a culture of managing information and records as valuable corporate assets which are created, used and shared effectively. This page should help when creating, storing, sharing and maintaining information and records. If you have questions please contact [Information Management Services](#).

Creating information & records

Storing information

Capturing records

Disposal

Sharing & security

Whilst information re-use is encouraged, information duplication is discouraged. Staff should collaborate to prevent the storage of duplicate files, wherever possible referring to an organisational single source of truth rather than saving a local copy.

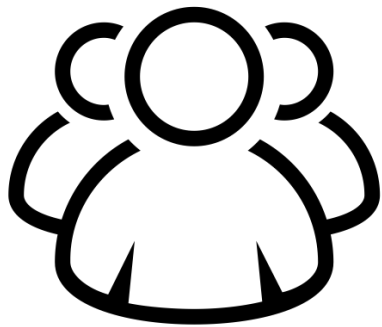
The USC approach to information access is one of openness, encouraging a culture of information sharing to ensure organisational effectiveness. Where required by legislative and business requirements, access restrictions are applied to protect: individual staff or client privacy; sensitive material; and records requiring restricted access (in accordance with the University's information security environment).

The default information asset security classification is INTERNAL. Information assets that have not been specifically classified shall be deemed INTERNAL.

Public Audience	Internal Audience		
Information intended for public use/consumption and intended for distribution outside the University.	Information intended only for all employees and approved non-employees.	Information intended strictly for distribution/use by a select group.	Information that is extremely sensitive and intended for use only by various named individuals.
<b>PUBLIC</b>	<b>INTERNAL</b>	<b>CONFIDENTIAL</b>	<b>RESTRICTED</b>

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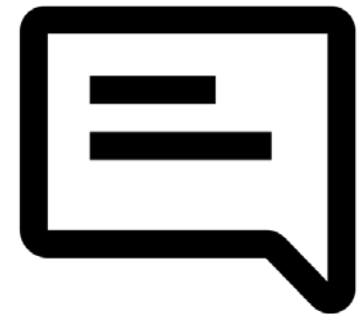
# Not just about resources



Team culture



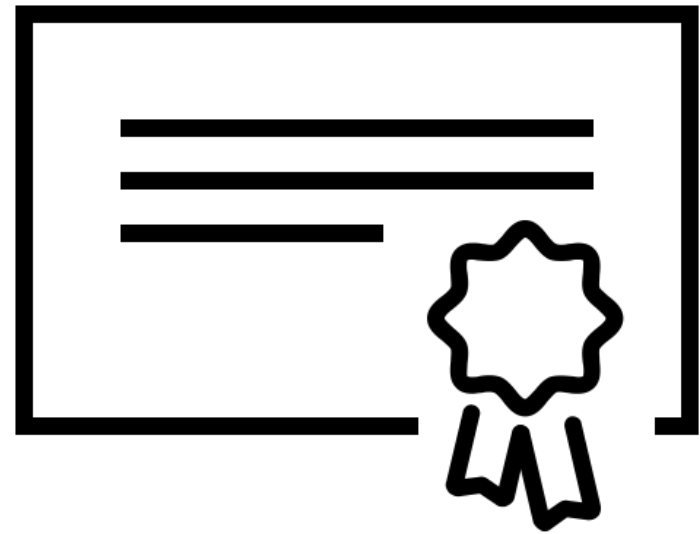
Customer service



Communication

2015 RIMPA QLGCC  
Chris Simpson Award for  
Innovation & Marketing

2016 RIMPA Queensland  
Branch Council Harry Haxton  
Group Shield



# Questions?

Check out the QSA blog post

<https://grkblog.archives.qld.gov.au/2016/06/24/go-on-get-out-there-and-market-your-services/>

Contact [selkingt@usc.edu.au](mailto:selkingt@usc.edu.au)