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- *In-camera* Policy

Purpose

This policy shall outline the purpose of social media use for SUS, the authorized account managers, in addition to appropriate steps for content development and management. Guidelines for the usage of personal social media accounts in relation to SUS are also outlined.

1.0 Account Managers

1.1 Social media refers to a broad category of internet-based software tools, the primary purpose of which is the sharing of information and content.

1.2 Social media accounts should be managed by one to two people, per account.

1.2.1 Account managers shall be determined by the relevant supervisor or committee.

1.3 Only authorized individuals will manage official SUS social media channels.

2.0 Usage of Social Media

2.1 The general purpose of SUS social media is to engage and connect with students.

2.2 SUS' social media presence should be the default source for breaking news, information, election results, contest winners, and other timely information.

2.2.1 Executives, Board Members, student staff, and committee members are encouraged to aid in the distribution of this information.

2.3 In the event of an on-campus emergency, all communication shall come through the President and/or the Executive Director. In all cases of emergency, SUS will work in conjunction with UFV for the accurate and timely distribution of information. SUS recognizes that UFV will be the primary source of information in emergency situations

3.0 Stipulations of Use

3.1 Account managers, and any other authorized individuals, must maintain a professional, positive, engaging, and helpful voice. This is not intended to restrict the posting or sharing of lighthearted or casual content that would be engaging for students.



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3.2 Accurate information is more important than timely information. Should any user not feel confident in addressing a specific question or issue raised through social media, they must direct the item to their supervisor.

3.3 Account managers should be mindful of the volume of content distributed over a given period of time, and be careful to both retain interest in SUS social media and to not overload members with excessive content.

3.4 All users must be mindful of the diverse range of students and public who engage with social media, and be respectful of people of all abilities, ages, backgrounds, cultures, genders, races, religions, sexual orientations, socio-economic status, and any other characteristics.

3.5 Everyone who comments, shares, retweets, or otherwise engages with SUS social media must act in accordance with section 3.4, and refrain from any form of harassment, bullying, discriminatory, or otherwise hateful acts. SUS reserves the right to delete content and/or block users who fail to abide by this standard.

4.0 Personal Social Media Accounts

4.1 Executives and Board Members should be aware that content posted on personal social media accounts can be associated with SUS, and many people will do so. Be mindful about what is said, and about whom.

4.2 In accordance with applicable policies, Executives and Board Members must refrain from publicly disagreeing with Board approved actions or directions of SUS.

4.3 Executives and Board Members must not make statements or points that could be construed to be on behalf of SUS without approval per the Communications Policy. Particular care should be taken for issues relating to politics and partisan opinions, controversial university decisions, and items pending consideration by the Board of Directors.

4.3.1 Activity on personal social media accounts that inhibits SUS from operating as a non-partisan entity, or otherwise inhibits SUS from operating productively towards its objectives, may be subject to sanctions from the Board.