

Communications Policy



EFFECTIVE: 1998

AMENDED: August 26th, 2020

AUTHORITY: Board of Directors

RATIFIED BY: Board of Directors

RELATED DOCUMENTS

- Conduct Policy
- Executive Conduct Policy
- Harassment & Discrimination Policy
- In-camera Policy

The purpose of this policy is to establish clear communications and correspondence parameters for the Student Union Society, and to ensure that they are efficient, effective, professional, and accurate to the best ability of the SUS. This policy shall additionally outline the purpose of social media use for SUS, the account creation process, 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.

Definitions

“Communication” refers to the written, spoken, or otherwise perceived communication with any parties other than the communicator.

“Communique” refers to an official announcement or statement concerning SUS-related topics.

“Executive Committee” refers to all elected SUS executives, which contains the Vice Presidents Internal, External, and Students, as well as the President.

“Social Media” refers to interactive computer-mediated technologies that facilitate the creation or sharing of information via virtual communities and networks.

“Society” or “SUS” refers to the University of the Fraser Valley’s Student Union Society.

“President” refers to the SUS President.

“VPI” refers to the SUS Vice President Internal.

“VPE” refers to the SUS Vice President External.

“VPS” refers to the SUS Vice President Students.

Part 1: Written and Verbal Communication Procedures

1. Official Statements



- 1.1. The President is the only person authorized to make or approve any official statements in the name of the Student Union.
 - 1.1.1. The President may delegate the authority to any other member of the executive committee or the Executive Director, on any basis they deem appropriate.
 - 1.1.2. Failure to adhere to this policy is subject to disciplinary action.
 - 1.1.3. Official Written Statements coming from the SUS President or an authorized delegate must follow these guidelines:
 - 1.1.3.1. The basic communique should be in the form of a formal document, including clear date, title and purpose of the communication.
 - 1.1.3.2. The communique must be signed by the President.
 - 1.1.3.3. The basic communique should be handed in for distribution at least 12 hours before the information contained is required to be known by students in order to be adapted to the available SUS communications channels.
 - 1.1.4. Official verbal speeches coming from the SUS President or an authorized delegate must follow these guidelines:
 - 1.1.4.1. A written copy of the speech must be signed by the president and retained for recordkeeping.
- 1.2. The President of the Society must approve any communication that is made on behalf of the Student Union Society, other than regular administrative duties.
 - 1.2.1. The Executive Director must be given notice of any communication intended to go out in the name of the Student Union by at least 24 hours prior to submission to SUS staff.
- 1.3. The President is responsible for administering any relevant public information, subject to review by the Executives or Board.
- 1.4. The President shall be responsible for informing the Membership of the SUS of any information deemed relevant by the Executives or Board through the available SUS communication channels.

2. Basic Communication

- 2.1. All SUS communication will be professional, courteous, and respectful.

Part 2: Social Media

3. Account Managers

- 3.1. All official SUS social media accounts are to be maintained by the staff assigned to them and or their delegates.
 - 3.1.1. Account managers shall be determined by the relevant supervisor or committee.
- 3.2. Only authorized individuals will manage official SUS social media channels.



4. Account Creation

- 4.1. All official SUS social media account creation must be done in coordination and with the permission of the Executive Director and Communications Manager.

5. Usage of Social Media

- 5.1. The general purpose of SUS social media is to engage and connect with students through:
 - 5.1.1. The demonstration of SUS' role;
 - 5.1.2. Advocacy for students' interests and the responsible investment of student fees;
 - 5.1.3. The promotion of SUS' events, programs, services, and achievements; and
 - 5.1.4. The demonstration of progress on SUS programs.
- 5.2. SUS' press releases should be the default source for breaking news, information, election results, contest winners, and other timely information.
 - 5.2.1. Executives, Board Members, student staff, and committee members are encouraged to aid in the distribution of this information.
- 5.3. 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.

6. Stipulations of Use

- 6.1. Account managers, and any other authorized individuals, must maintain a professional, positive, engaging, and helpful voice.
- 6.2. Social media outlets are not to be used for posting confidential information about SUS Members, SUS staff, UFV Students, or UFV Staff.
- 6.3. Any modification, alteration, or otherwise change of the SUS's logo on social media must be approved by the Executive Director or the Communications Manager.
- 6.4. Accurate information must always be prioritized over timely information. Should a user not feel confident in addressing a specific question or issue raised through social media, they must direct the item to their supervisor.
- 6.5. 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.
- 6.6. 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.



6.7. Everyone who comments, shares, retweets, or otherwise engages with SUS social media must act in accordance with this policy 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.

7. Personal Social Media Accounts

7.1. All information uploaded or displayed on social media networks must not be controversial beyond reasonable and appropriate limits.

7.1.1. Violation of this policy is subject to disciplinary action administered by the Board for Executives or by the Executive Director for SUS operations staff.

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

7.3. Executives and Board Members must not make statements or points that could be construed to be on behalf of SUS without the approval of the President. 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.

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

