



Mount Allison Students' Union

Communications

Operating Procedure - 09

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Preamble

This Operating Procedure is to outline the way that Mount Allison Students' Union will communicate with its members. Although the Vice President Communications is responsible for directing our communications, all staff, councilors, and executives should be fluent in this Operating Procedure. This Operating Procedure applies to both personal and professional use of Twitter, Facebook, Instagram, and other forms of social media.

Definitions

“Personnel” – shall refer to all executive, councilors, staff, and contract staff.

“Official Documents” – shall refer to all reports, letters and documents which are submitted by any office for any business related to the MASU.

Principles

1. **Transparency:** When posting, or commenting, on material related to the Mount Allison Students' Union, any Executive, Staff, or Councillor shall identify their relationship to the MASU. Contrarily, if commenting on an issue outside the Students' Union in a personal capacity, it should be clear that this view is a personal view.
2. **Accuracy:** When publishing information related to the MASU in an official capacity, an individual is responsible to provide accurate information and clearly identify the source of that information. Commentary should be focused on the individuals' responsibility within the union.
3. **Non-Discriminatory:** The Mount Allison Students' Union does not tolerate messages with derogatory remarks about a person's age, marital status, religion, physical disability, mental disability, race, colour, ancestry, place of origin, national origin, social condition, political belief or activity, sexual orientation and/or sex (either pregnancy or identity).
 - a. This applies to all personnel, in their personal or professional capacity.
4. **Confidentiality:** No message disclosing sensitive, confidential, restricted, non-public, or proprietary information can be transmitted over social media;
 - a. All information and communication between an individual and the ombudsperson shall remain confidential unless all parties involved give written consent for any information to be public either via social media or to any other form of media.

Administration

The Vice President Communications and the Communications Coordinator are responsible for promotions of events.

Eligibility

1. Executive, Staff and Councillors: The MASU will prioritize communication and promotions of internal events put on directly by the Students' Union.
2. Ratified Clubs and Societies: As per one of our services, the MASU will promote events from our ratified clubs and societies. However, they will come secondary to our own internal promotions.
3. Other external organizations: The Students' Union shall communicate and promote initiatives and events external to our organization, so long as they bring value to our members. These groups include, but are not limited to: the New Brunswick Students Alliance, the Canadian Alliance of Student Associations, the Mount Allison University, Mount Allison Residences, and the Sackville Municipality. It will be up to the Vice President Communications to determine if an event is worth promoting.

Requests

1. Event Promotion:
 - a. The MASU can support event promotion via social media such as Facebook, Twitter, Instagram, Snapchat as well as Posters and the MASU website.
 - b. A minimum of three (3) days' notice is required to guarantee promotion
 - i. An event will only be promoted one time within this time frame
 - ii. Promotion will be at the discretion of the Vice President Communications, however, a requester may specify their preferred platform
 - iii. Any request with less than the required notice may be dismissed
2. Graphic Design:



- a. The MASU may help those eligible with graphic designing for things such as posters, Instagram graphics, infographics, and logos amongst others.
- b. A minimum of seven (7) days' notice is required to request a graphic.
 - i. All request must be made in writing, in an email, to the Vice President Communication



Branding

1. All produced material, including promotional material, graphic, and others, will follow the Mount Allison Students' Union Branding Guide.
2. A minimum of one MASU Color must be used in all promotional material.
3. All promotions must include a version of the MASU logo.
4. Photos made public via social media shall feature a watermark logo on the bottom right corner
 - a. Photos used in promotional material will use the watermark
5. All official document must be on official letter head and be in the MASU fonts.

Service Use

1. Executive, Staff and Councillors as well as Clubs and Societies have access to a photographer;
 - a. In some cases, as determined by the Vice President Communications, there may be a charge equivalent to minimal wages per hour requested.
2. External groups, such as the University, Residences, and other, will have a charge equivalent to minimal wages per hour requested.

Events

1. Any events, wet or dry, attendees shall, through their participation in the event, subject themselves to the likelihood of being photographed.
2. When taking a picture of a person, or group of people, they have the right to see the picture and give a preliminary yes or no.
3. The photographer should always prioritize individuals or group pictures, preferably in front of a backdrop, over crowd shots.

Posting of Pictures

1. Pictures will be posted within the two weeks of the event;
 - a. Time may vary depending on the volume of pictures at events such as Orientation or Winter Carnival.
2. It will be up to the Vice President Communications to decide where and how the picture are posted.
3. All pictures taken are property of the Mount Allison Students' Union and can be used in the future for promotional material or other.

Photo Removal

1. Any photo posted on any form of social media can be requested to be taken down.
2. To remove a photo, an individual must contact the Vice President Communication, or another member under the communication portfolio.
3. Within the first 48 hours of a picture being posted, once a request for removal is received, it must be taken down within 12 hours.
4. After 48 hours of being posted, once a request for removal is received, it must be taken down within 24 hours.
5. It is to be noted, that removal is contingent on a password holder being able to access and remove the picture. In circumstances, such as weekends, evenings, and holidays, times may be affected.
6. If a picture is asked to be deleted from social media, it will subsequently be deleted from our MASU photo database.

1. All requests from media (campus or other) shall be requested through the office of the Vice President Communications;
 - a. If a request is made through another member, that individual shall advise the Vice President Communications about the request.
2. Upon request for interview, the Vice President Communications shall find the most appropriate person to respond and forward them to the requestor;
 - a. As official spokesperson for the MASU, the President can and should be called on to comment on any matter.
3. Any MASU personnel asked to comment or give an official statement has the right to ask for questions in advance to better prepare for the interview;
 - a. MASU deems the right to refuse any interview if no questions are provided prior to the interview.
4. The Vice President Communications reserves the right to sit in on any interview to ensure that messaging is being reported correctly.
 - a. The interview is also subject to being recorded to ensure accuracy of quotes in the media.



1. Posters shall only be placed in designated areas, such as bulletin boards.
2. The Communications Committee shall be responsible for ensuring that MASU posters are put up and taken down in a timely manner;
 - a. No poster shall remain up longer than two months after the event date;
 - b. Posters without an event date are to remain up as long as they are still relevant.
3. Signs and banners can hang on the rails on the first floor of the atrium on the Wallace McCain Student Center, the balcony of Jennings, or the second floor of the Library;
 - a. These signs or banners shall be hung by twine or ribbon.