

## **OVERVIEW**

As part of its mandate to manage the brand and reputation of the Wilfrid Laurier University Students' Union ("Students' Union"), the Marketing Department plays an oversight role in social media.

The following social media policy is designed to provide parameters to enhance the Students' Union reputation through social media. The Marketing Department staff members are to be used as a resource for social media questions, discussions, suggestions and ideas.

This policy is designed to guide communication through:

- Official Students' Union social media channels, blogs and website properties;
- Social media profiles for committees or Students' Union groups;
- And, individual use of social media for all staff and volunteers, as representatives of the Students' Union and brand ambassadors.

## **OFFICIAL STUDENTS' UNION SOCIAL MEDIA USE**

The Students' Union recognizes the emphasis on using social media channels to communicate with the mass audience of Laurier undergraduate students, University departments and community partners. Any group affiliated with the Students' Union is welcome to use social media to communicate with our members but must adhere to the following policies:

1. Your department manager and a full-time staff member of the Marketing Department staff must approve the use of social media profiles. All profiles will require the submission of the Social Media Policy Agreement at the beginning of each academic year by the committee member manager of that account. **If you are taking over an existing social media channel, you will still need to fill out the Social Media Account Information form prior to the start of the Fall 2021 term;**
2. All accounts must be registered under an official Students' Union email address, for which the department manager and Marketing staff member has proxy access (i.e. committee mylaurier.ca accounts). Logins and passwords, as well as any password updates, must be approved by the department manager and a Marketing staff member;
3. For Facebook pages, the department manager and Marketing team members must have administrator access. All other users will be assigned the appropriate level for their role. This is to ensure continuity of the page from year to year and to monitor the activity of the page;
4. Committees are encouraged to use the Students' Union Instagram (@yourstudentsunion) for event and campaign promotion ("takeover"). When requesting a takeover, the committee coordinator or executive will use picktime as provided by the Marketing team. Access to takeover is on a first-come, first-serve basis;

5. All social media profile managers are considered a member of the Students' Union Marketing Content Team, and will be expected to contribute content to the social media profiles on a regular basis.
6. The department manager will have ultimate accountability for your department's social media profiles and will retain passwords to all social media sites. The Marketing staff member will review the form, answer any questions and offer suggestions if appropriate before giving final sign-off;
7. Access will be revoked if content fails to meet the guidelines outlined in training, and on the Social Media Policy Agreement and/or if the user leaves their position with the Students' Union.

### **INDIVIDUAL SOCIAL MEDIA USE**

Social media can be a powerful tool, allowing us to establish credibility as individuals and build relationships in both personal and professional networks. We recognize that individual use of social media by our staff and volunteers can positively reinforce our Students' Union brand, showcasing the personality and breadth of expertise and interests of our organization.

While we support our staff and volunteers in their use of social media, and encourage authentic content, we are aware of how our behaviour as individuals online can shape the way others view the Students' Union, even when we are not posting in an official, professional capacity.

The following groups are expected to adhere to guidelines in the Social Media Policy Agreement in their personal social media use:

- Full/Part-time & Contract Staff
- Volunteers
- Board of Directors
- Club Presidents and Executives

**SOCIAL MEDIA POLICY AGREEMENT**

**As a representative of the Wilfrid Laurier University Students' Union, I, \_\_\_\_\_, agree to the following terms and conditions of the Social Media Policy in both my professional and personal use of social media.**

- I will not post content that does not act in accordance with the Wilfrid Laurier University Harassment & Discrimination Policy and the Student Code of Conduct. This includes, but is not limited to, content that is inaccurate, hostile, threatening, abusive, sexist, racist or homophobic;
- I will not post confidential or proprietary information about the Students' Union (or it's members, staff or alumni);
- I will refrain from publishing a personal stance on Students' Union legal or political matters, unless authorized by my department manager and the Marketing Department;
- I will not announce or reveal a Students' Union policy, project or initiative prior to an official announcement from the organization through the Students' Union's website or social media, or an email from my department manager or the Marketing Department;
- I understand that, adhering to the above guidelines, I am encouraged to create content that reflects the brand of my department;
- I understand that, adhering to the above guidelines, I am encouraged to engage in social media in a manner that is authentic to my brand, which does not negatively affect the Students' Union brand;
- I understand that I may be asked to share official Students' Union content on my personal social media profile from time to time, and that while this is encouraged, it is my own personal decision to post;
- I understand that if I request content to be posted on official Students' Union social media profiles (including websites and blog posts) on behalf of my department, that I am responsible for:
  - The accuracy of information posted
  - Providing the materials to be included in the post (videos, photos, links, etc.)
  - Understanding that posts shared through the Students' Union social media profiles are pre-planned and adhere to a schedule that allows for equal promotion of events, policies and news effecting the Waterloo and Brantford campuses; therefore, not all requests can be accommodated due to scheduling conflicts and are determined on a first-come, first-serve basis.

By signing below, you are agreeing to the terms and conditions of the Students' Union Social Media Policy Agreement.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Received by Marketing: \_\_\_\_\_ Date: \_\_\_\_\_