



SRUCSA Communications Policy

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| SRUCSA Communications Policy | |
| Policy Owners: | Learner Engagement Officers |
| Approving Body: | SRUCSA Student Executive |
| Date of Approval: | |
| Review Date: | |
| <p>Queries relating to this document should be directed to the Learner Engagement Officers.</p> <p>This documents is also available electronically via the SRUCSA website at: www.SRUCSA.org.uk</p> | |

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1. INTRODUCTION

SRUCSA recognises the importance of effective communications and its value to enhancing the Student experience. These channels provide unique opportunities to participate in discussions and share information on topics of interest to students.

The policy offers advice and guidance to help SRUCSA members understand the importance of the organisations reputation, legal and ethical implications and what can happen if communication channels are misused whether intentionally or otherwise.

The policy does not sit in isolation and members need to be aware that a number of other relevant policies and guidelines exist which are relevant to the conduct when using SRUCSA communications channels.

Student Sabbaticals, Officers, Societies and Student Class Reps need to be aware of and abide by all relevant policies and guidelines during their affiliation with SRUCSA.

2. POLICY STATEMENT

This policy aims to:

- ❖ Encourage the responsible use of SRUCSA's communication channels by its members.
- ❖ Outline the responsibilities for individuals using communication channels for SRUCSA purposes.
- ❖ Highlight potential risks of using communication channels for personal use.
- ❖ Promote effective and innovative use of communication as an integral part of SRUCSA's activities.
- ❖ Provide clear guidelines on how breaches of this policy will be addressed.
- ❖ To protect the reputation of SRUCSA, its members, staff, SRUC and partner organisations.

3. DEFINITIONS AND CLARIFICATIONS

Associates: This refers to SRUCSA Staff and Student Officers.

Members: This refers to all Students and Staff enrolled at SRUC.

Social Media: refers to online channels of communication that allow users to interact in the public domain by sharing information, opinions, knowledge and interest. It includes but not limited to, social networking services such as Facebook, Twitter, LinkedIn, Google+, Instagram, Youtube, Snapchat, Wiki and Blogs.

Website: refers to www.SRUCSA.org.uk

4. OTHER RELEVANT POLICIES

- ❖ SRUCSA CONSTITUTION

- ❖ SRUCSA EQUAL OPPS POLICY
- ❖ SRUCSA CONFIDENTIALITY POLICY
- ❖ CHILD PROTECTION POLICY
- ❖ LEGISLATION

5. SRUCSA COMMUNICATION CHANNELS AND CODE OF CONDUCT

SRUCSA can utilise a number of communication channels including:

- ❖ Emails to students including Starter for 10
- ❖ Posters, Leaflets and Booklets
- ❖ Face to face, Phone, Email, Letter
- ❖ Surveys – Online or Feedback Forms
- ❖ Through our website
- ❖ Via SRUCSA Social Media Platforms

EMAILS

- ❖ All SRUCSA Staff and Student Officers will be assigned an email address. Only authorised individuals may use these email accounts.
- ❖ SRUCSA associates sending communication via their assigned email address should be aware that they are a representative of SRUCSA and should be cautious that the content, tone and language used in the email will reflect on the organisation.
- ❖ The Learner Engagement Officers and Sabbaticals Officers (President and Vice President) will have the privilege to send All-Student / All-Staff Emails via outlook. The Campus Officers will have the privilege to send out Student and Staff-Campus wide emails.
- ❖ Learner Engagement Officers can also revoke email privileges if they feel there has been gross misconduct.
- ❖ Any emails sent out with the intention to inform staff or students about SRUCSA activities should only be sent from approved SRUC email addresses.
- ❖ All-Student/ All-Staff emails and All-Campus emails should be drafted and checked by the Learner Engagement Officer's for content, spelling and grammar before being sent out.
- ❖ All-Student, All-Staff and All-Campus emails should be used sparingly. Student Officers should send no more than one All-Student/ All-Staff/ All-Campus email in a fortnight unless otherwise requested and approved by the Learner Engagement Officers.
- ❖ The email signature off the assigned emails should coincide with the SRUCSA Branding guidelines mentioned in this policy.

POSTERS, LEAFLETS, BOOKLETS

- ❖ Any paper marketing material should follow the SRUCSA Branding Guidelines.
- ❖ Paper communication materials should only be displayed in appropriate and approved areas. This will often be notice boards, reception desks, stalls and reserved areas for display.
- ❖ Where possible, electronic versions of the paper materials should be made for accessibility needs and displayed on appropriate channels.

FACE TO FACE

- ❖ Face to face communication is encouraged to gain the best engagement from individuals.
- ❖ Any arrangement to meet an individual should be arranged in an accessible and safe environment.
- ❖ Anything discussed in confidence should adhere to the SRUCSA Confidentiality Policy.

SURVEYS

- ❖ Surveys are a useful tool to gather data and feedback.
- ❖ Surveys should be reviewed and approved by the Learner Engagement Officers before being published or distributed.

WEBSITE

The website shall be managed chiefly by the Learner Engagement Officers and Sabbatical Officers to ensure that students are kept up to date with SRUCSA activities and services with all effort to promote the website as forefront of all SRUCSA information.

- ❖ The website should be checked regularly and any out of date information should be removed or altered.
- ❖ The website homepage should be updated no less than once monthly.
- ❖ All advertising shall be responsibility of the Learner Engagement Officers and the Sabbaticals.
- ❖ All content of the website shall be bound by the SRUCSA Equal Opportunities Policy.
- ❖ The SRUCSA Mission Statement should be included on the website homepage.
- ❖ All staff and users working on the website should have sufficient training.

SOCIAL MEDIA

SRUCSA recognises that social media offers a platform for the organisation to perform marketing; stay connected with students and build its profile online.

SRUCSA also believes its associates should be involved in industry conversations on social networks. Social media is an excellent way for students to make useful connections, share ideas and shape discussions.

The Student Association therefore encourages its associates to use social media to support the organisations goals and objectives.

SRUCSA Social Media channels shall be managed chiefly by the Learner Engagement Officers and Sabbatical Officers to ensure that students are kept up to date with SRUCSA activities and services with all effort to promote the website as forefront of all SRUCSA information.

- ❖ The Learner Engagement Officers will have overall responsibility for the SRUCSA Social Media platforms and will advise and guide Student Officers on their use.
- ❖ Learner Engagement Officers can revoke Social Media Privileges if they feel there has been gross misconduct.
- ❖ The Learner Engagement Officers and Sabbatical Officers will have administration rights to the SRUCSA Facebook Page.
- ❖ SRUCSA Associates including Staff and Student Offices will have a professional SURCSA social media account on Facebook and Twitter. It is the assigned individual's

responsibility to ensure that these channels are used and in accordance with the Social Media Code of Conduct (Appendix 1).

6. SRUCSA COMMUNICATION RESPONSIBILITIES

It is essential that SRUCSA members respect the privacy and the feelings of others at all times, and understand that the content posted via our communication channels is a permanent record which is shared instantaneously with a potential global audience.

Any communication by a SRUCSA member made in a personal or professional capacity through social media must not:

- ❖ Do anything to be considered discriminatory against, or bullying or harassing of, any individual e.g. making offensive or derogatory comments relating to sex, gender, race (including nationality), disability, sexual orientation, religion or age.
- ❖ Contain images of a sexual nature or content that is explicit or illegal.
- ❖ Bring discredit to SRUCSA or SRUC in anyway e.g. by insinuating fellow students or other individuals; making/ sharing defamatory or offensive comments about individuals or group; liking/ posting/ sharing/ linking to images or other content that is inappropriate, sexually explicit or illegal.

SRUCSA's communication responsibilities align with those set out in the SRUCSA Social Media Code of Conduct (Appendix 1).

7. WHO IS RESPONSIBLE

Every member of SRUCSA's Staff and Student Executive are responsible for communications and ensuring that high standards are the priority for everything we do.

However, to ensure that the regulations set out in this policy are adhered to, it is necessary to have an authoritative line structure in place so that these procedures can be enforced.

LEARNER ENGAGEMENT OFFICERS

The LEO's will have overall responsibility regarding any and all communications matters associated with SRUCSA.

LEO's will provide this policy and explain its contents with the newly elected Student Executive when they enter office and will ensure that they understand and adhere to the guidelines set out in it.

LEO's will provide the Student Executive with access to communication channels and give support and guidance as to their use.

LEO's will monitor communication channels and social media sites and can:

1. On first instance, reserve the right to request removal of any communication content on any channel they believe to be in breach of conduct set out in this policy.

2. On second instance, reserve the right to remove any communication content without request that they deem to be in breach of conduct set out in this policy.
3. Monitor references to SRUC and SRUCSA online and will act where necessary to protect either organisations reputation.
4. Remove access to communication channels at their discretion if they believe that the user is in gross breach of misconduct against the regulations set out in this policy.
5. If dispute arises between LEO's and other SRUCSA members regarding communication conduct, then LEO's will raise matters with the Learner Engagement Manager for mediation and final approval.
6. LEO's will refer to communication content or social media sites when investigating breaches or complaints under this policy.

SABBATICALS

Sabbatical Officers should make use of all Communication Channels available to them.

The Sabbatical Officers will have responsibility for their own social media channels relating to their elected position.

Sabbaticals will have responsibility to encourage Campus Officer use of communication channels and to advise them on appropriate content.

CAMPUS OFFICERS

Campus Officers should make use of all communication channels available to them.

The Sabbatical Officers will have responsibility for their own social media channels relating to their elected position.

SOCIETIES

Societies and sports clubs should refer to the Volunteer hand book for guidance on effective communication and appropriate code of conduct.

Any club or society in breach of SRUCSA's Communication Policy or Social Media Policy may result in the disaffiliation from SRUCSA or disciplinary action under the SRUC disciplinary procedure.

CLASS REPS

Class reps can participate in discussions and forums through many of SRUCSA's communication channels.

Class reps therefore have a responsibility to adhere to SRUCSA's code of conduct when presenting within this capacity and any breach of these behaviours could result in the removal of the individual from a forum or social media channel or to be removed from their Class representative responsibilities.

8. COMPETITIONS

Where competitions are offered as a form of direct marketing, the following must be ensured:

- ❖ No personal contact details are published.
- ❖ All competition entries must be received by the Learner Engagement Officer before the competition deadline when a draw shall take place to determine the winner(s).
- ❖ All competition prizes must be received at the Learner Engagement Officers office. Prizes will then be sent out to the winners.
- ❖ There shall be no alternative to the competition prize.

9. EQUALITY – ACCESSABILITY AND INCLUSITIVITY

As set out in the 'SRUCSA EQUAL OPPORTUNITIES POLICY', SRUCSA recognises that equality and equal opportunities are fundamental to our organisation and members in providing a safe, accessible and inclusive environment.

We strongly believe that SRUCSA is stronger and more vibrant because of the diversity of our members. Therefore it is imperative that we always reach out and listen to feedback from our students. Most importantly we will take action to improve how we communicate to ensure our commitment to equality of opportunity is a priority.

It is thus important that we must rely on not one but all our communication channels to broadcast our messages to ensure that we reach all our members with different access and needs.

10. CHALLENGES

SRUCSA is aware of the several challenges that may hinder the Student Associate's communication strategy and aims to engage with a high number of individuals. Some of these challenges recognised are:

- ❖ Responding to changing demographics of our students
- ❖ Communicating across multiple campuses
- ❖ Ensuring consistency
- ❖ Political agendas

11. BRANDING GUIDELINES

All communication and publicity by SRUCSA, its clubs or societies must clearly display the SRUSA logo following the Branding and Style Guidelines below to ensure promotional information is accessible for all students.

All fundraising events must clearly state that any profits generated will be used by SRUCSA and clearly state what they will be used for. Any fundraising activities for other charitable causes must clearly state which cause any profit is going to.

All publicity materials must be approved by the Learner Engagement Officers before they can be displayed or disseminated.

Where a club or society wishes to create a website, this must link through to the SRUCSA website and must follow the SRUCSA brand guidelines. The Learner Engagement Officers must have full administration rights to address any issues which arise immediately.

BRANDING

The SRUCSA logo is a core part of public image and was designed to represent the Student Association across to its members, partners and wider community. When designing posters, web or social media pages, the SRUCSA branding guidelines must be followed. In particular the size, position and colour of the logo must be consistent on all publicity.

STYLE GUIDELINES

Ensuring our information is easy to read is essential. In order to make sure our publications are accessible, we will:

- ❖ Always use a plain font style such as Arial, Calibrie or Century Gothic.
- ❖ Use minimum font size 11 on all publications and a minimum font size of 16 font anything produced on large print.
- ❖ Keep our text concise and to the point, avoiding jargon where we can.
- ❖ Publish as many documents and as much information online, thus enabling students with access requirements to alter the size and colour on screen.
- ❖ Try to avoid enlarging documents with a photocopier to avoid blurring.
- ❖ Always use A4 paper format unless content or purpose dictates otherwise.
- ❖ Any formalised letters sent via mail or electronically should use the approved SRUCSA Letter Head template.
- ❖ Any emails account assigned to Staff or Student officers at SRUCSA should use an email signature approved by the Learner Engagement Officers.

12. MONITORING

- ❖ SRUCSA reserves the right to monitor how social networks are used.
- ❖ Any such examinations or monitoring will only be carried out by the Learner Engagement Officers.
- ❖ SRUCSA can be legally compelled to show that information to law enforcement agencies or other parties.
- ❖ Where appropriate, SRUCSA will involve the police or other law enforcement agencies in relation to breaches of this policy.

13. BREACHES OF POLICY

The Learner Engagement Officers have the right to request removal of content from an official social media account and/ or from a personal account if it is deemed that the account of its content is in breach of this policy.

If a SRUCSA member acts in a manner which breaches this policy, he, or she will be liable to disciplinary action under the SRUCSA Constitution Disciplinary Procedure.

14. COMPLAINTS

Complaints concerning the misuse of communications channels under the SRUCSA name will be dealt with using the procedures set out in the SRUC Student Disciplinary Procedure.

Where a complaint involves threatening or potentially criminal online social media behaviour, the matter will also be reported to Police for investigation.

This will include, but is not limited to, complaints in which a student is alleged to have:

- ❖ Posted online photos or videos of people in a place where he or she would expect privacy.
- ❖ Threatened violence.
- ❖ Accessed or shared child pornography.
- ❖ Sending or sent sexually explicit images or videos.
- ❖ Engaged in stalking
- ❖ Committed a hate crime.

This list is not exhaustive.

15. IMPLEMENTATION

SRUCSA will ensure that this policy and the appropriate procedures are implemented, disseminated and kept under regular evaluation and review. The policy will be reviewed two years from the date of its implementation.

16. CONTACTS AND FURTHER INFORMATION

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Credit to Bath SU Communication's Policy and Tech Donut's Social Media Policy.



APPENDIX 1: SOCIAL MEDIA CODE OF CONDUCT

SOCIAL MEDIA

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- ❖ Learner Engagement Officers can revoke social media privileges if they feel there has been gross misconduct.
- ❖ The Learner Engagement Officers and Sabbatical Officers will have administration rights to the SRUCSA Facebook page.
- ❖ SRUCSA Associates including staff and Student Offices will have a professional SURCSA social media account on Facebook and Twitter. It is the assigned individual's responsibility to ensure that these channels are used and in accordance with the Social Media Code of Conduct.

SOCIAL MEDIA ACCOUNTS

Only people who have been authorised to use the SRUCSA social networking accounts may do so. Authorisation is usually provided by the Learner Engagement Officer.

Allowing only designated people to use the accounts ensures the company's social media presence is consistent and cohesive.

New social media accounts in SRUCSA's name must not be created unless approved by the Learner Engagement Officer.

If there is a case to be made for opening a new account, individuals should raise this with the Learner Engagement Officer

PURPOSE OF SRUCSA SOCIAL MEDIA

SRUCSA's social media accounts may be used for many different purposes. In general, Associates should only post updates, messages or otherwise use these accounts when that use is clearly in line with the company's overall objectives.

For instance, Associates may use company social media accounts to:

- ❖ Respond to student enquiries and requests for help
- ❖ Share blog posts, articles and other content created by the SRUCSA
- ❖ Share insightful articles, videos, media and other content relevant to the organisation, but created by others
- ❖ Provide fans or followers with an insight into what goes on at the Student Association
- ❖ Promote marketing campaigns and special offers
- ❖ Support new events, activities and other initiatives

Social media is a powerful tool that changes quickly. Associates are encouraged to think of new ways to use it, and to put those ideas to the Learner Engagement Officer.

RESPONSIBLE SOCIAL MEDIA USE

Regardless of which social networks employees are using, or whether they're using business or personal accounts on company time, following these simple rules helps avoid the most common pitfalls:

- ❖ **Know the social network.** Associates should spend time becoming familiar with the social network before contributing. It's important to read this policy and understand what is and is not acceptable on a network before posting messages or updates.
- ❖ **If unsure, don't post it.** Associates should err on the side of caution when posting to social networks. If an associate feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Student members can always consult the Learner Engagement Officers for advice.
- ❖ **Look out for security threats.** Associate members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware.
- ❖ **Keep personal use reasonable.** Although SRUCSA believes that having Associates who are active on social media can be valuable both to the students and to the business, associates should exercise restraint in how much personal use of social media they make during working hours.
- ❖ **Don't make promises without checking.** Some social networks are very public, so Associates should not make any commitments or promises on behalf of SRUCSA without checking that they can be fulfilled.
- ❖ **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and student issues. Once a student has made contact, Associates should handle further communications via the most appropriate channel — usually email or telephone.
- ❖ **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Associates should always take the time to think before responding, and hold back if they are in any doubt at all.

USERS MUST NOT:

- ❖ Create or transmit material that might be defamatory or incur liability for SRUCSA.

- ❖ Post messages, status updates or links to material or content that is inappropriate. Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.
- ❖ This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- ❖ Use social media for any illegal or criminal activities.
- ❖ Send offensive or harassing material to others via social media.
- ❖ Broadcast unsolicited views on social, political, religious or other non-business related matters.
- ❖ Send or post messages or material that could damage SRUCSA's image or reputation.
- ❖ Post, upload, forward or link to spam, junk email or chain emails and messages.
- ❖ Tag any individual or post photos of anyone who has a disability, access requirements, or who is under the age of 18 without prior consent (refer to SRUCSA Child Protection Policy).
- ❖ Tag any individual who does not have the mental capacity to give their consent.

COPYRIGHT

SRUCSA respects and operates within copyright laws. Users may not use social media to:

- ❖ Publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party.
- ❖ If Associates wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it.
- ❖ Share links to illegal copies of music, films, games or other software.

SECURITY AND DATA PROTECTION

Employees should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality

Users must not:

- ❖ Share or link to any content or information owned by the SRUCSA that could be considered confidential or commercially sensitive.
- ❖ Share or link to any content or information owned by a person, partner or affiliate of SRUCSA that could be considered confidential or commercially sensitive.
- ❖ Share or link to data in any way that could breach SRUCSA's data protection policy.

Protect social accounts

- ❖ SRUCSA social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised users.

- ❖ Associates must not use a new piece of software, app or service with any of the SRUCSA's social media accounts without receiving approval from the Learner Engagement Officer.
- ❖ Avoid social scams
- ❖ Associates should watch for phishing attempts, where scammers may attempt to use deception to obtain information.
- ❖ Associates should never reveal sensitive details through social media channels.
- ❖ Associates should avoid clicking links in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

BREACHES OF POLICY

The Learner Engagement Officers have the right to request removal of content from an official social media account and/ or from a personal account if it is deemed that the account of its content is in breach of this policy.

If a SRUCSA member acts in a manner which breaches this policy, he, or she will be liable to disciplinary action under the SRUCSA Constitution Disciplinary Procedure.