



BUSU Media Relations Policy and Social Media Guidelines

Mission

It is the mission of the Brock University Students' Union to effectively represent undergraduate students to all relevant stakeholders and to enhance the benefits of attending Brock University by providing a variety of programs, opportunities, and services while creating an atmosphere and culture of acceptance, inclusion, and tolerance.

Vision

It is the vision of the Brock University Students' Union to continuously improve on the scope and delivery of our services, by initiating the implementation of the BUSU's core values both internally and through our external activities; and to also promote student involvement in their respective communities.

Ratified by the BUSU Board of Directors January 31, 2013

1) Media Relations Policy

Background

The Brock University Students' Union makes a priority of maintaining a proactive and progressive relationship with the on-campus and off-campus news media. We believe Brock University students, stakeholders, and community partners expect the students' union to be a credible, forthcoming source of information related to its business, service and government operations. Therefore, it is the mandate of BUSU to pursue a culture of openness with the media and public that recognizes the free exchange of ideas and information.

Purpose

This policy will work to codify an efficient, effective and consistent representation of BUSU in the on-campus and off-campus media while upholding and maintaining Article VI 2 of our Constitution, where the President acts as the principle spokesperson of the organization. This policy will also identify a clear process of communication between BUSU and related media in the event of emergencies.

Scope

This policy applies to BUSU's relationship with all news media, including all print, broadcast, online, and social media. It also applies to all BUSU divisions, with the exception of BrockTV as BUSU recognizes that BrockTV represents a vital, editorially autonomous source of on-campus news and reporting. BUSU further recognizes that each area of the organization plays a vital role in attracting on-campus and off-campus media attention, and with this, will come opportunities for students, staff and elected representatives to be showcased in media.

Policy

- The Manager, Marketing & Communications will work in coordination with the GM, President, and Executive team to coordinate media relations for BUSU.
- Some divisions, departments, or areas of BUSU will, from time to time, engage with on-campus and off-campus media to announce or release messages. Non-exhaustive examples are: Advocacy campaigns reaching out to media for exposure, Isaac's Army working in conjunction with University Athletics communication team, or Isaac's management working with promoters for concert or shows. In all cases, listed or not listed, the Manager, Marketing & Communications should be notified in order to perform effective and regular "media monitoring," as well as to keep up to date information regarding BUSU's brand in the media.
 - The BUSU President is authorized to handle all news media interactions on behalf of BUSU as an organization. This includes issuing official BUSU statements to the media.



- The President can and shall designate additional members or staff to represent BUSU in front of the media when they deem it appropriate. Messaging from this designate should be previewed or created in conjunction with the President at all times.
- The Manager, Marketing & Communications shall be responsible for scheduling, inviting and coordinating media interactions for BUSU.
- The President and General Manager must be notified of all potentially sensitive, contentious or controversial media inquiries regarding BUSU or Brock. In cases requiring a public statement by BUSU, the Manager, Marketing & Communications will work with other BUSU members, staff, or stakeholders to establish the known facts of a situation and summarize BUSU's position, and will issue official statements with the President. In some situations another appropriate spokesperson may be identified, and interviews or statements arranged as required.
- While only authorized individuals will speak publicly on behalf of BUSU, the organization recognizes the rights and responsibilities that flow from the exercise of academic freedom.
- Media representatives should forward requests for information or interviews to the Manager, Marketing & Communications and the President in order to expedite a prompt and coordinated response. The Manager, Marketing & Communications and the President will reply to media requests as promptly as possible, including significant inquiries that occur outside of normal office hours. BUSU recognizes media deadline pressures and endeavours to provide open and equal access to all news media. BUSU will present particular features to individual media representatives where a past interest was expressed, and will respect the exclusivity of a story initiated by individual media representatives.
- In order to facilitate media relations, the media are encouraged to inform the Manager, Marketing & Communications and the President in advance of, or upon arrival on campus, unless they have been specifically invited to the University. Conversely, if any BUSU representative or staff has contacted or invited media to come to campus, they are asked to inform the Manager, Marketing & Communications, at the earliest possible opportunity.
- In the event of an on-campus emergency, all communication shall come through the President and General Manager. The President and General Manager will, from time to time, consult and coordinate with other relevant staff as they see fit. In all cases of emergency, BUSU will work in conjunction with Brock University Communications and Public Affairs Office. BUSU recognizes that Brock University will be the primary source of information in emergency situations.

2) Social Media Guidelines & Expectations

Background

The Brock University Students' Union prides itself on being innovative, creative and responsive in all forms of social media. BUSU recognizes the usefulness of social media, including its purpose, scope, and voice; and the power it has in our overall communication and student relationship strategy. The Social Media Guidelines & Expectations Policy (SMGE) was established to help staff and student Executives join in the advancement of BUSU's social media presence and impact in the most positive and productive way possible.

Purpose

The SMGE has been put in place to help authorized BUSU users navigate, maintain, and enhance BUSU's social media reputation, presence and brand. This policy is intended to make clear our goals, expectations, and suitable uses of social media.

Scope

This policy applies to all BUSU staff while working, attending events as staff, and/or while interacting with students or Brock University and its departments. This policy also aims to aid in the use of social media for Full-Time staff and Executives whose work hours and social media endeavours go beyond regular business hours.

Policy

- The Manager, Marketing & Communication will work in coordination with the Digital Media Manager and Marketing Team to act as the primary contact for official BUSU Social Media channels.
- BUSU's goal is to engage students on social media, utilize social media to help further promote our events, services, businesses and offerings, and to ensure that we can gather positive and negative feedback from students, in real-time.
- BUSU intends to reach its social media goals and expectations by deploying a "70/30" strategy. BUSU expects 70% of its social media output to be engagement; responding to questions, collecting information, and asking for opinions and ideas. BUSU expects 30% of its social media output to be "push" content; updates, reminders and general statements. BUSU expects its employees to also follow this "70/30" strategy as it will help to enhance BUSU's social media reach, effectiveness, and ultimately its brand.
- Only authorized individuals will engage in social media on official BUSU channels such as but not limited to; Facebook, Twitter, Reddit, YouTube and Tumblr.



- While staff members are encouraged to participate in the advancement of BUSU's social media presence, they must first get clearance from their supervisor allowing them to use social media during work hours.
- Staff members who are asked or required to regularly engage in social media for a division, department, service, or otherwise, must ensure that they maintain a professional, positive, engaging and helpful voice. Any staff member that does not feel confident in answering a specific question or concern that is raised through social media is encourage to direct the issue to their supervisor or to the Manager, Marketing & Communications. While social media is often used as a customer service tool, accurate information is more important than timelines.
- At any time, a supervisor may terminate a staff member's involvement in social media engagement on behalf of the division, department, service, or otherwise if they feel the expectations of this policy are not being met by an individual. Supervisors are asked to contact the Manager, Marketing & Communication of BUSU in the hopes that the issues can be resolved with the staff member in conjunction with the supervisor.
- While social media is heavily focused on the free movement and exchange of ideas, opinions and thoughts, BUSU asks its staff to refrain from posting anything of a confidential nature or information that they have been privileged to in their current employment situation. Further, BUSU asks that all staff members maintain respect for the organization when mentioning, tagging or referencing BUSU. If you would not put your comments on your office wall for everyone to see, it is probably not appropriate to post on social media while being an employee.
- BUSU's social media presence should be the default source of breaking news, information, election results, contest winners, and other timely information. Once BUSU's official social media sources have released the information, individuals in BUSU are encourage to share, like, retweet and aid in the dissemination of the message.
- Any BUSU staff members (full-time or part-time) engaging in social media during work hours will be held to the highest of standards of conduct, and must make every effort to present themselves, and the organization, in a positive and productive manner. Any staff found to not be upholding what would be considered appropriate social media conduct in the office or in their role as a BUSU employee may be subject to discipline up to, and including, termination.
- In the event of an on-campus emergency, all communication shall come through the President and General Manager. The President and General Manager will, from time to time, consult and coordinate with other relevant staff as they see fit. In all cases of emergency, BUSU will work in conjunction with Brock University Communications and Public Affairs Office. BUSU recognizes that Brock University will be the primary source of information in emergency situations.
- BUSU's policies with regard to confidentiality and respect in the workplace apply to all use of social networking sites, blogging and instant messaging.