



SFSS
Communications
Policies

Simon Fraser Student Society

simon fraser

student society

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INTRODUCTION

POLICIES



CMP-1: SOCIETY ADVERTISING, MARKETING, AND PROMOTIONS

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: SOCIETY ADVERTISING, MARKETING, AND PROMOTIONS</i>		
<i>POLICY REFERENCE NUMBER: CMP-1</i>		
<i>Adopted: June 12, 2020</i> <i>Next Scheduled Revision: June 2021</i> <i>Previous Revisions</i>		
Position	Signature	Date
Board President		

Policy

1.1 The Communications Coordinator is responsible for the administration of all Society advertising, marketing, and promotional services. As the society's spokesperson, the President will serve as oversight for this function and will work to ensure the process does not break down.

Procedures

1.2 For the purposes of this policy, the term “advertising, marketing, and promotions” encompasses any materials used to advertise or promote an organization, product, service, or event, including but not limited to:

- (a) posters,
- (b) signs,
- (c) banners,
- (d) notices,
- (e) handbills,
- (f) flyers,
- (g) leaflets,

- (h) emails,
- (i) social media posts,
- (j) online advertising,
- (k) brochures,
- (l) samples,
- (m) give-aways, and
- (n) other promotional devices.

Supports

- Directors
- Staff
- Members

Process

1.3 Anyone wishing to advertise Society programs, services, or projects, must submit a Communications Services Work Order.

1.4 The Communications Department will:

- (a) evaluate advertising proposals on the basis of adherence to the SFSS Communications Policy and Society standards - the President shall serve as a resource for interpretation of adherence to Communications Policy and Society standards policies; the President shall consult the Board of Directors for expressed approval where necessary.
- (b) consult with the requestor for additional details where required,
- (c) develop a proposal that meets the stated requirements,
- (d) submit the proposal to the requester for review,
- (e) where approved, develop the promotional materials,
- (f) where necessary, submit a request for production to the SFSS Copy Centre, and

(g) notify the requestor once the materials are ready for pick up.

1.5 A feedback form will be made available to all requesters using the advertising, marketing, and promotions services.



CMP-2: MEMBER GROUPS ADVERTISING ON CAMPUS

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: MEMBER GROUPS ADVERTISING ON CAMPUS</i>		
<i>POLICY REFERENCE NUMBER: CMP-2</i>		
Adopted: June 12, 2020 Next Scheduled Revision: June 2021 Previous Revisions		
Position	Signature	Date
Board President		

Policy

2.1 If excessive or inappropriate advertising occurs, those responsible will be subject to any or all of the following:

- (a) a written reprimand,
- (b) the removal of posters, and
- (c) the suspension of their privileges to use space.

2.2 General Office staff shall make the determination of what constitutes excessive or inappropriate advertising.

- (a) All appeals to any such determination shall be directed to the Board of Directors.

2.3 This policy shall not apply to campaign materials for University or Student Society elections or referenda.



CMP-3: GRAPHIC DESIGN

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: GRAPHIC DESIGN</i>		
<i>POLICY REFERENCE NUMBER: CMP-3</i>		
Adopted: June 12, 2020 Next Scheduled Revision: June 2021 Previous Revisions		
Position	Signature	Date
Board President		

Policy

3.1 The Communications Coordinator is responsible for the administration of all Society graphic design services. The President will serve as oversight for this function and will work to ensure the process does not break down.

Supports

- Directors
- Councillors
- Staff
- Members

Process

3.2 Anyone seeking graphic design development must submit a Communications Services Work Order.

3.3 The Communications Department will:

- (a) consult with the requestor for additional details where required,
- (b) develop a proposal that meets the stated requirements,
- (c) submit the proposal to the requestor for review,
- (d) where approved, develop the promotional materials,

(e) where necessary, submit a request for production to the Copy Centre that the society will contract to, and

(f) notify the requestor once the materials are ready for pick up.

3.4 A feedback form will be made available to all requesters using the graphic design service.



CMP-4: WEBSITE CONTENT MANAGEMENT

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: WEBSITE CONTENT MANAGEMENT</i>		
<i>POLICY REFERENCE NUMBER: CMP-4</i>		
Adopted: June 12, 2020 Next Scheduled Revision: June 2021 Previous Revisions		
Position	Signature	Date
Board President		

Policy

4.1 The Communications Coordinator is responsible for the addition, change, and deletion of all Society website content. The President will serve as oversight for this function and will work to ensure the process does not break down.

4.2 The Administrative Services Department Liaison is responsible for holding all Society website administrative credentials - the President shall serve as a resource for interpretation of adherence to Communications Policy and Society standards policies; the President shall consult the Board of Directors for expressed approval where necessary.

Supports

- Directors
- Staff
- Councillors
- Members

Process

4.3 Anyone wishing to add, change, or remove Society web content must submit a Communications Services Work Order.

4.4 The Communications Department will:

- (a) consult with the requestor for additional details where required,
- (b) evaluate any submitted content on the basis of adherence to the SFSS Communications Policy, and ensure that all Society standards are respected,

- (c) where necessary, develop a proposal that meets the stated requirements,
 - (d) submit the proposal to the requestor for review,
 - (e) where approved, publish the content to the website.
- 4.4 A feedback form will be made available to all requesters using the website content management service.



CMP-5: PRESS RELEASES

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: PRESS RELEASES</i>		
<i>POLICY REFERENCE NUMBER: CMP-5</i>		
<i>Adopted: June 12, 2020</i>		
<i>Next Scheduled Revision: June 2021</i>		
<i>Previous Revisions</i>		
Position	Signature	Date
Board President		

Policy

5.1 The Communications Coordinator is responsible for the review, development, and distribution of all Society press releases. As the society's spokesperson, the President will serve as oversight for this function and will work to ensure the process does not break down.

Supports

- Directors
- Staff
- Members

Process

5.2 A list of standard recipients of any Society press release will be developed by the Communications Coordinator and approved by the President and the Board of Directors.

5.3 Anyone wishing to develop or distribute a press release must submit a Communications Services Work Order.

5.4 The Communications Department will:

- (a) consult with the requester for additional details where required,
- (b) evaluate any submitted content on the basis of adherence to the SFSS Communications Policy, and ensure that all Society standards are respected - the

President shall serve as a resource for interpretation of adherence to Communications Policy and Society standards policies; the President shall consult the Board of Directors for expressed approval where necessary.

- (c) where necessary, develop a proposal that meets the stated requirements,
- (d) submit the proposal to the requester for review and approval,
- (e) where approved by the requestor, and where the content of the press release is consistent with positions already approved by the Board, submit to the President for approval and publish,
- (f) where approved by the requester, and where the content of the press release is not consistent with positions already approved by the Board, submit to the President for approval, where the President shall consult the Board for approval in writing before giving said approval.
- (g) where approved by the President, distribute the press release to the list of recipients and publish its content to the website.

5.5 A feedback form will be made available to all requesters using the press release service.



CMP-6: VIDEO PRODUCTION

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: VIDEO PRODUCTION</i>		
<i>POLICY REFERENCE NUMBER: CMP-6</i>		
<i>Adopted: June 12, 2020</i>		
<i>Next Scheduled Revision: June 2021</i>		
<i>Previous Revisions</i>		
Position	Signature	Date
Board President		

Policy

6.1 The Communications Coordinator is responsible for administering all video production services. The President will serve as oversight for this function and will work to ensure the process does not break down.

Supports

- Directors
- Councillors
- Staff
- Members

Process

6.2 Anyone wishing to develop a Society video production must submit a Communications Services Work Order.

6.3 The Communications Department will:

- (a) consult with the requester for additional details where required,
- (b) evaluate any submitted content on the basis of adherence to the SFSS Communications Policy and Society standards, the President shall serve as a resource for interpretation of adherence to Communications Policy and Society standards policies; the President shall consult the Board for expressed approval in writing or motion.

- (c) submit the proposal to the President for approval,
- (d) develop a video production that meets the stated requirements,
- (e) submit the proposal to the requester for review, and
- (g) publish and distribute the video as appropriate.

6.4 A feedback form will be made available to all requesters using the video production service.



CMP-7: PHOTOGRAPHY

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: PHOTOGRAPHY</i>		
<i>POLICY REFERENCE NUMBER: CMP-7</i>		
<i>Adopted: June 12, 2020</i>		
<i>Next Scheduled Revision: June 2021</i>		
<i>Previous Revisions</i>		
Position	Signature	Date
Board President		

Policy

7.1 The Communications Coordinator is responsible for administering the photography service. The President will serve as oversight for this function and will work to ensure the process does not break down.

Supports

- Directors
- Councillors
- Staff
- Members

Process

7.2 Anyone wishing to develop photography assets must submit a Communications Services Work Order.

7.3 The Communications Department will:

- (a) consult with the requester for additional details where required,
- (b) evaluate any submitted content on the basis of adherence to the SFSS Communications Policy and Society standards,

- (c) develop the photographic assets,
- (d) submit the proposed assets to the requester for review, and
- (e) publish and distribute the photos as appropriate.

7.4 A feedback form will be made available to all requesters using the photography service.



CMP-8: SURVEY DEVELOPMENT AND DISTRIBUTION

<i>POLICY TYPE: COMMUNICATIONS POLICY</i>		
<i>POLICY TITLE: SURVEY DEVELOPMENT AND DISTRIBUTION</i>		
<i>POLICY REFERENCE NUMBER: CMP-8</i>		
Adopted: June 12, 2020 Next Scheduled Revision: June 2021 Previous Revisions		
Position	Signature	Date
Board President		

Policy

8.1 The Communications Coordinator and the Campaigns, Policy and Research Coordinator is responsible for supporting the development, distribution, and analysis of all Society surveys. The President will serve as oversight for this function and will work to ensure the process does not break down.

Supports

- Directors
- Councillors
- Staff
- Members

Process

8.2 Anyone wishing to develop or distribute a survey must submit a Communications Services Work Order.

8.3 The Communications Department will:

- (a) consult with the requester for additional details where required,
- (b) evaluate any submitted content on the basis of adherence to the SFSS Communications Policy, and ensure that all Society standards are respected - the President shall serve as a resource for interpretation of adherence to

Communications Policy and Society standards policies; the President shall consult the Board of Directors for expressed approval where necessary.

- (c) seek approval from the President and review of survey drafts,
- (d) submit the proposed survey to the requester for review,
- (e) conduct the survey, with the help of the Board where Board related or if additional assistance from the Board needed by the requestor,
- (f) analyse a report of the survey results along with a briefing note for the requester, management, and Board,
- (g) where required, develop a summary of the result for public distribution, and
- (h) publish the summary results as appropriate.

8.4 A feedback form will be made available to all requesters using the survey development and distribution services