



SFSS
Communications
Policies

Simon Fraser Student Society

simon fraser

student society

TABLE OF CONTENTS

Introduction	3
Policies	4
CMP-1: Society Advertising, Marketing, and Promotions	5
CMP-2: Member Groups Advertising on Campus	8
CMP-3: Graphic Design	9
CMP-4: Website Content Management	11
CMP-5: Press Releases	13
CMP-6: Video Production	16
CMP-7: Photography	18
CMP-8: Survey Development and Distribution	20

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: April 23, 2021</i> <i>Next Scheduled Revision: April 2022</i> <i>Previous Revisions</i>		
Position	Signature	Date
President		

Policy

1.1 The Communications Coordinator is responsible for the administration of all Society advertising, marketing, and promotional services, except for Departments such as Out On Campus (OOC) and the Women’s Centre (WC), who maintain a certain level of autonomy of their own communications. 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

- Councillors
- Staff
- Members

Process

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

1.4 Upon receiving a Work Order, 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 Council 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 print shop that the Society has selected for printing services, 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>		
<i>Adopted: April 23, 2021</i> <i>Next Scheduled Revision: April 2022</i> <i>Previous Revisions</i>		
Position	Signature	Date
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 Relevant staff shall make the determination of what constitutes excessive or inappropriate advertising.

- (a) All appeals to any such determination shall be directed to the Council.

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>		
<i>Adopted: April 23, 2021</i> <i>Next Scheduled Revision: April 2022</i> <i>Previous Revisions</i>		
Position	Signature	Date
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

- Councillors
- Staff
- Members

Process

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

3.3 Upon receiving a Work Order, 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 print shop that the Society has selected for printing services, 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: April 23, 2021 Next Scheduled Revision: April 2022 Previous Revisions		
Position	Signature	Date
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 Operations Organizer 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 Council for expressed approval where necessary.

Supports

- 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 Upon receiving a Work Order, 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: April 23, 2021</i>		
<i>Next Scheduled Revision: April 2022</i>		
<i>Previous Revisions</i>		
Position	Signature	Date
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

- Councillors
- Staff
- Members

Process

General 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 Council.

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

5.4 Upon receiving a Work Order, 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 Council 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 Council, 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 Council, submit to the President for approval, where the President shall consult the Council 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.

Process for Executive Officers

5.5 The Executive Committee may coordinate press releases in the following instances:

- (a) Executive Officers shall be able to coordinate press releases and statements and shall speak on behalf of the Society between meetings of Council.
- (b) The President, as the official spokesperson of the Society, shall be empowered to speak on behalf of the Society in between meetings of Council, with consultation with the Executive Committee and Council where the Executive cannot gather or give expressed approval. The President shall submit the work order for such press releases.
- (c) Any Executive Officer who releases a statement with their views that have not previously been adopted as a stance of Council shall make it explicitly clear in such statement that their views are their own. In such instance, the Executive Officer shall submit the work order for such press releases.
 - (i) Any work order submitted by an Executive Officer for a press release that contradicts a previous position of Council, or breached any other Society policy, will not be released through Society channels.
 - (ii) The President shall serve as oversight in such situations. The Communications Coordinator shall approach the President to determine

whether the press release contradicts a previous stance of Council, Issues Policies, or any other Society policies. The President must seek expressed approval of Council where there is no consensus on the standing stance.

5.6 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: April 23, 2021</i>		
<i>Next Scheduled Revision: April 2022</i>		
<i>Previous Revisions</i>		
Position	Signature	Date
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

- Councillors
- Staff
- Members

Process

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

6.3 Upon receiving a Work Order, 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 Council 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>		
Adopted: April 23, 2021 Next Scheduled Revision: April 2022 Previous Revisions		
Position	Signature	Date
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

- 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: April 23, 2021 Next Scheduled Revision: April 2022 Previous Revisions		
Position	Signature	Date
President		

Policy

8.1 The Communications Coordinator and the Campaigns and Mobilization 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

- Councillors
- Staff
- Members

Process

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

8.3 Upon receiving a Work Order, 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 Council 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 Council where Council related or if additional assistance from the Council needed by the requestor,
- (f) analyse a report of the survey results along with a briefing note for the requester, management, and Council,
- (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.