

SOCIAL MEDIA POLICY

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BACKGROUND AND PURPOSE

The Associated Student of San Francisco State University social media accounts exist to promote events and resources hosted by AS or that might be of interest or of service to the student body and in alignment with the mission and purpose of AS. The purpose of social media communications is to educate, encourage discourse, and increase campus engagement.

POLICY STATEMENT

This policy is intended to outline general guidelines and organizational best practices when it comes to official social media engagement and communications on behalf of AS. Social media accounts are to be created, managed, and owned by the AS Marketing & Communications department in accordance with this policy.

APPLICABILITY TO THE POLICY

It is imperative that Board members, professional staff, and student staff are familiar with this policy, and the limits it creates regarding the creation of official social media accounts on behalf of AS.

DEFINITIONS

| Term | Definition |
|---|--|
| Associated Students (AS) | The student government at San Francisco State University which serves as the official voice of students. AS promotes an enriched co-curricular student life experience and is dedicated to the empowerment of SF State’s diverse student body through a commitment to social justice and shared governance. AS provides and supports services and programs, maintains fiduciary responsibility, and engages in campus-wide collaborations and external advocacy efforts. |
| Assistant Executive Director (AED) of Marketing & Communications | The full time staff member in charge of managing and overseeing the Marketing & Communications department of Associated Students. |
| AS Marketing & Communications Department | A department of Associated Students that is overseen by the AED of Marketing & Communications. The team is composed of graphic designers, web designers, digital content specialists, office administration assistants, and special project assistants for the purposes of creating and streamlining marketing on behalf of AS. Also may be referred to as AS Marketing or AS Marketing and Communications. |
| Board of Directors (BOD) | The student body of elected or appointed members who oversee and approve the activities of Associated Students at San Francisco State University. |
| Social Media | Any online platform that allows for public sharing of text, images, videos, or other forms of communication. Examples include, but are not limited to, Instagram, Facebook, Twitter/X, Snapchat, Threads, TikTok, YouTube, LinkedIn, etc. |

CENTRALIZATION AND OWNERSHIP

In order to ensure streamlined communication, maximize reach, and confirm consistent branding standards in alignment with the approved mission and purpose of AS, the AS Marketing & Communications Department will own and manage all official social media accounts. Furthermore, AS, under the supervision of the AED of Marketing and Communications, shall centralize all social media outreach into singular social media account handles to encompass all of Associated Students. AS shall retain only one official social media account per platform; no department, staff person, or affiliate of AS is authorized to create a separate social media account on behalf of their area. The only exception shall be a seasonally activated/deactivated official Elections Commissioner account(s) for the sole purpose of monitoring candidate activity during the campaign period(s). The Election accounts are to be active only during the week prior to the campaign period, through the election, and deactivated once election results are final. The elections account(s) cannot post, reshare, repost, or produce content of any kind. Any elections-related outreach by candidates or reporters made via social media should be referred to the official Elections Commissioner email.

Any content created for the purpose of AS advertising, communication, promotion, or education shall be owned by

AS. The Marketing & Communications Department, on behalf of the broader AS, shall retain ownership of AS-created content and is held responsible for its dissemination in alignment with the broader strategic marketing plan for the organization.

The creation of a social media account by anyone other than the Marketing and Communications Department without the prior written approval of the AED of Marketing for the purpose of promoting official AS events, materials, statements, efforts, or initiatives is in direct violation of this policy, and must be deactivated/ deleted immediately.

MANAGEMENT

At the direction of the Executive Director in conjunction with the AED of Marketing and Communications, the AS Marketing and Communications Department is solely responsible for the management and maintenance of all social media outreach on behalf of AS, its programs, departments, and the Board of Directors. This management should align with the strategic marketing plan for AS as a whole, and will be monitored closely by AS Marketing and Communications Department assigned staff members to ensure consistency, accuracy, and accessibility standards.

CONTENT CREATION AND POSTING GUIDELINES

All posts advertising AS events, services, educational materials, etc. shall be created in accordance with the AS Logo Policy and either created by or approved by the AS Marketing and Communications department. For the purposes of specific promotions, the AS Marketing Department retains the authority to give limited access to staff for the purposes of content creation (ex. an Instagram take-over, etc.). Administrative access for AS social media accounts should be closely monitored, and the AED of Marketing and Communications and the Executive Director should retain full admin access in case administrative, back-end changes are necessary.

SOCIAL MEDIA POLICY APPROVAL AND REVISION HISTORY

Social Media Policy was Approved by the AS Board of Directors on 05/08/2024