

ASI Communications Social Media Guidelines Policy

PURPOSE

The purpose of the ASI Communications Social Media Guidelines Policy is to provide Associated Students, Inc. Officers, Staff, and all Agents of the Corporation with guidelines and standards to adhere to as they represent ASI via social media platforms. The use of ASI social media is intended to distribute information about ASI's Mission, Initiatives, Meetings, Activities, Events, and News to members of the campus community.

This policy and the Members will adhere with State Employer Use of social Media Law (AB 1844) and Gloria Romero Public Meetings criteria.

DEFINITIONS

Social Media: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)¹

Agent: Any ASI Volunteer, Committee member, or Team Member doing work on behalf of ASI.

GENERAL GUIDELINES

The Associated Students, Inc is subject to the policies and guidelines of the California State University, East Bay "Social Media Principles and Engagement Guidelines"² which states: "If you participate in social media on behalf of CSUEB, the university expects you to follow these basic principles:

- Always pause and think before posting, and consult with a manager or expert if unsure
- Don't engage without a clear plan, strategy, goals, and line of responsibility
- Be responsible for continuous monitoring, maintenance, and timely response
- Add value with unique, strategic information and commentary about CSUEB
- Be transparent and avoid misrepresentation
- Write about what you know, and stick to your area of expertise when commenting
- Be a team player in reporting developments and sharing findings internally, across units

¹ Merriam-Webster. *Dictionary*. Retrieved from: <https://www.merriam-webster.com/dictionary/social%20media>

² California State University, East Bay Associated Students, Incorporated. *Social Media Principles and Engagement Guidelines*. Retrieved from: <https://www.csueastbay.edu/universitycommunications/social-media-guidelines.html>

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- Post meaningful, respectful comments — no spam or off-topic or unprofessional remarks
- If you make a mistake, admit it — and be upfront and quick with your correction
- Respect confidentiality of all participants and never disclose student information
- Give credit to sources of written content, images and ideas you reference or use
- Handle negative comments and developments quickly, professionally and strategically
- Always use proper grammar and write accessibly following university style
- Know and follow CSUEB policies on computing, information, conduct and technology”

POLICY

General Policy

- This document shall act in respect to the Media Policy. All Agents of ASI shall be upheld to standards reviewed in the Media Policy³
- The use of ASI social media will be intended to distribute information about ASI’s Mission, Initiatives, Meetings, Activities, Events, and News to members of the campus community.
- The content of ASI social media sites shall pertain to ASI-sponsored or ASI-endorsed initiatives, programs, services, and events. Content includes, but is not limited to shared working docs, information, photographs, videos, and hyperlinks.
- The Associated Students’ official website at <http://csueastbay.edu/asi> will remain the Associated Students’ primary means of internet communication and all social media sites shall provide this link.
- All social media content shall have the appropriate and correct information, references, and links.
- Social media content shall not be used for personal gain.
- Associate Students, Inc. shall comply with usage rules and regulations required by the site provider, including privacy policies.

Actions

³ California State University, East Bay Associated Students, Inc. Media Policy. Retrieved from <https://docs.google.com/document/d/1aEy8ZnyZVKO8qKTdNS6w5g1KKqoYrHCDmuYghA22cZE/edit?usp=sharing>

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The following social media sites and equivalent actions are open to Requests (to be further examined under “Procedures” below) by any Officer of ASI to be reviewed and completed by the ASI Vice President of Communications.

Instagram

- Profile
 - Highlights
- Posts
 - Photos and Caption
- Story
 - Posts

Twitter

- Tweets
- Re-Tweets

Facebook

- Posts
 - Photos and Caption

Prohibited Actions

If a Government Officer fails to adhere to the following Guidelines, disciplinary action by the ASI Personnel Committee for a potential reprimand may be pursued.

The following social media sites and equivalent actions are prohibited by any Officer of ASI unless otherwise permitted by ASI Executive Director, ASI Associate Director, ASI President/CEO, or ASI Vice President of Communications (to be further examined under “Procedures”).

Instagram

- Profile
 - Profile Photo
 - Bio
 - Linktree
- Feed
 - Mass Deletion*
 - Mass Archiving*

Twitter

- Profile
 - Profile Photo
 - Bio
- ASI Tweets
 - Mass Deletion*

Facebook

- Profile
 - Profile Photo
 - Profile Information
- Posts
 - Mass Deletion*

***Any Deletion/Archiving of 3+ posts is considered Mass Deletion/Archiving*

Other Actions that are deemed prohibited include:

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- Associated Students, Inc. Officers, Staff, and all Agents shall not make decisions on issues that relate to Board or corporate business through social media in respect to Gloria Romero Public Meetings Criteria.
- ASI Accounts shall refrain from responding to, "liking", "sharing", retweeting or otherwise participating in any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the Board or ASI Committees.
- No individual shall express his or her own personal views or concerns through ASI social media but shall only reflect the views of the ASI.
- Comments that are not topically related to the particular posting being commented upon;
 - Comments in support of, or opposition to, political campaigns, candidates or ballot measures not endorsed by the CSU;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
 - Sexual content or links to sexual content;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems.

PROCEDURES

Social Media Post Requests:

- Requests for a post must be made with the ASI Vice President of Communications.
- Requests must include the Photograph, Caption, and the preferred date and time for posting.
- Captions must include the appropriate and correct information, references, and links.
- Respect other contributions; same-day events will receive priority.

Requesting a Change on social media:

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Any changes to Profile, Profile Photo, Bio, Linktree, Mass Deletion*, or Mass Archiving* must be permitted by ASI Executive Director, ASI Associate Director, ASI President/CEO, or ASI Vice President of Communications in writing via Email.

- Requests for a change on social media platforms must be made with the ASI Executive Director, ASI Associate Director, ASI President/CEO, or ASI Vice President of Communications via Email.
- Requests will be reviewed and approved by the ASI Vice President of Communications.
- Requests must include the social media site, action, and reason for the change. Include screenshots if applicable.

Establishing new Accounts:

All ASI social media sites shall utilize authorized ASI contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any Government Officer, ASI employee, or agent is not allowed for the purpose of setting-up, monitoring, or accessing a ASI social media site.

Authored by: Brittney Golez, *Senator of the College of Business and Economics 2019-2020*
Karen Parada, *Senator of Alumni Relations 2019-2020*

Revised by: Zaira Perez, *Vice President of Communications, 2021-2022*

Approved On: Wednesday, July 21, 2021

ASI President/CEO does hereby [] *approves* / [] *refuses to approve* this policy.


ANJELICA DE LEON (Jan 7, 2022 13:37 PST)

Anjelica de Leon
ASI President/CEO


Zaira Perez (Jan 10, 2022 15:10 PST)

Zaira Perez
*ASI Vice President of
Communications*

Approved by: ASI Board of Directors 2021-2022

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Final Audit Report

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