



Media Policy

BACKGROUND

Associated Students Incorporated (ASI) Student Government (e.g. Board of Directors, Senate, Committees) members must constantly ensure that the ASI Media Policy is being upheld. As media platforms (e.g. social media, online, newspaper, radio, etc.) are constantly changing, it is the member's responsibility to ensure continual compliance.

As members of ASI, we will strive to uphold the ideals and standards of our organization, grow in character, promote intellectual development, and develop leadership capabilities. In everything we do, we are representing ASI, students, and California State University, East Bay (CSUEB). Therefore, we will hold our members accountable to these standards.

POLICY

ASI has developed the following standards and guidelines that our Board and Senate members shall be expected to uphold with regard to public online forums and networks, including but not limited to Facebook, Twitter, Instagram, Snapchat.

In addition to social media outlets, members of ASI who are speaking on behalf of ASI, including but not limited to the East Bay Radio Station and The Pioneer, also must adhere to the following guidelines and standards of etiquette. These behavioral standards and expectations are in compliance with the Bylaws, Code of Conduct, Senate Constitution, policies and procedures of ASI.

- A. All social media postings depicting, posted by, or identifying our Board and Senate members must refrain from including any of the following:
 - a. Partial or full nudity;
 - b. Depiction of profane or obscene language or acts.
 - i. This also using alternate characters for letters





- c. Appearance of or actual intoxication; i.e. bottles of alcohol, shot glasses - If you are 21 and older, alcohol is allowed to be posted in a tasteful manner.
 - d. Illegal acts (e.g. underage drinking, use of illegal substances or drugs, etc)
 - e. And other actions that may be considered “un-representable of an ASI member”
- B. When speaking on East Bay’s radio station(s):
- a. All ASI Board and Senate members on the show should only speak positively about ASI and support the programs and services put on by ASI
 - b. If personal views and/or opinions of ASI Board and Senate members are expressed that conflict with the overall mission of ASI, the speaker should claim the view as their own personal view separate from representing ASI.
 - c. Be knowledgeable and mindful of all information being discussed and if uncertain, be willing to admit it and ask further questions to become more familiar with the topic.
 - d. Meet with ASI Vice President of Communications, or appointed designee (at least 3 days before appearing on radio station), to coordinate show content and to become familiarized with the script for that episode.
 - e. If a non-ASI Board or Senate member is a guest who is speaking on the show, they must introduce themselves as their own third party representative. Any opinions, thoughts, or discussion stated by the guest shall have no connection with ASI’s views or mission at CSU East Bay. Guests may be censored or not invited to future radio appearances at the discretion of ASI.
- C. Failure to comply with these standards shall result in disciplinary actions deemed necessary by the Personnel Committee.
- a. This policy is in addition to Section 1.7 External Activities and Public Comment of the ASI Code of Conduct.

July 31

Approved On: Wednesday, ~~MONTH-XX~~, 2019

ASI President/CEO does hereby [] approve / [] refuse to approve this policy.





ASSOCIATED STUDENTS INC
CAL STATE EAST BAY

Daisy Maxion
ASI President/CEO

Riley Miller
ASI Vice President of
Communications

Approved by: ASI Board of Directors 2019-2020



