



SUBJECT: Website/Social Media	POLICY NO: ADMIN-10	LAST REVISED: June 25, 2015
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Policy

The Saskatchewan Polytechnic Students' Association Inc. recognizes that both a website (spsa.ca) and the use of social media are important marketing tools for promotional and informational purposes.

Procedure

WEBSITE-spsa.ca

1. The Marketing & Events Coordinator will update the spsa.ca website weekly (or as deemed necessary) with new information regarding events and SPSA news.
2. Requests for informational website changes must be submitted via e-mail or Marketing Request Form to the Marketing & Events Coordinator a minimum of five business days in advance.
 - a. Size of Images not to exceed 8 ½ " (612 pixels) wide x 11" (792 pixels) high and 96 dpi
 - b. Posts should not be live until 3 weeks prior to event (special circumstances may apply)
 - c. Posts are to be deleted no later than 24 hours upon conclusion of event
3. Each manager/coordinator shall ensure that their respective section of the website contains up-to-date information, and shall provide the Marketing & Events Coordinator with updates on a regular basis or as necessary.
4. The website will be hosted by an external source as deemed by the Marketing & Events Coordinator, in conjunction with the Retail Services & Operations Manager.
5. Each summer (between the months of May and July) the Marketing & Events Coordinator will review the website design and structure with the Retail Services & Operations Manager and make any necessary changes.

SOCIAL MEDIA

1. The Marketing & Events Coordinator will update and monitor the official SPSA Facebook, Twitter, YouTube and other social media accounts.
2. Requests for Facebook posts and/or Twitter tweets must be submitted via e-mail or Marketing Request Form to the Marketing & Events Coordinator a minimum of five business days in advance.
3. Any profile picture or avatar must contain the SPSA primary logo and the appropriate subsidiary logo (if applicable).
4. The SPSA social media accounts may not be used to promote or endorse any product, cause or political party or candidate.
5. The Marketing & Events Coordinator is responsible for posts and tweets from any SPSA sponsored event. Some guidelines for posting include:
 - a. Transparency: Provide full disclosure that the purpose is promoting the SPSA through social media.
 - b. Accuracy: Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.
 - c. Respect: Be constructive and respectful.



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INTERNAL OPERATIONS SERIES

- d. **Think Before Posting:** There's no such thing as a "private" social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed.
- e. **Maintain Confidentiality:** Do not post confidential or proprietary information about Saskatchewan Polytechnic or the SPSA, its students, its alumni or fellow employees. Use good ethical judgment and follow SPSA policies and Master Operating Partnership where applicable. Ensure that people in photos are aware that their photo may appear on the SPSA's social media accounts.