



University Students' Council of the University of Western Ontario
SOCIAL MEDIA USAGE POLICY

EFFECTIVE: 23 January 2013

SUPERSEDES: None.

AUTHORITY: Communications Standing
Committee

RATIFIED BY: Council
23 January 2013

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DOCUMENTS:**

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1.00 SCOPE

1.01 This policy governs the use of social media by USC operations, services, and departments.

2.00 AUTHORIZED USERS

2.01 All USC-affiliated social media accounts shall be created and maintained by a USC Volunteer or Staff member.

2.02 Wherever possible, USC-affiliated social media accounts shall be created with and linked to an official USC email address and not a personal email address.

(1) If it is necessary for an account to be created with and linked to a non-USC email address, the Information Technology Department shall also be given access to the social media account.

2.03 No individual shall be allowed to use a USC-affiliated social media account for personal purposes.

3.00 VICE-PRESIDENT COMMUNICATIONS AUTHORITY

3.01 The Vice-President Communications reserves the power to create, edit, delete, and manage the content of any and all USC-affiliated social media accounts, excluding campus media, constituency councils, and clubs.

3.02 The Vice-President Communications may make exceptions and or additions to this policy at her own discretion in order to keep USC-affiliated social media accounts in line with the USC's marketing and advertising strategies.

4.00 POSITIONING STATEMENTS

4.01 All operations, services, and departments shall develop a positioning statement defining the benefit of the products or services being offered.

4.02 All social media usage by operations, services, and departments shall be consistent with the content of the respective positioning statement.



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4.03 The Vice-President Communications must approve any and all positioning statements.

5.00 SPECIFIC RULES FOR PLATFORMS

5.01 Social media accounts of any sort shall not be created for events, programs, or other initiatives that only occur once in a given academic year.

(1) The Vice-President Communications may override this clause if she deems it necessary.

5.02 Facebook/Twitter

(1) USC-affiliated Facebook and Twitter accounts must be maintained consistently and be consistently updated with relevant information.

(2) The Vice-President reserves the right to review all content of USC-affiliated Facebook and Twitter accounts at her discretion.

5.03 Websites

(1) All USC-affiliated websites shall have more than one page of content.

i. Websites that have one page of content or less shall be incorporated into the main USC website.

(2) All content on USC-affiliated websites must be no more than three (3) page-levels removed from the website's homepage.

5.04 YouTube

(1) No operation, service, or department shall create a YouTube account. All content shall be made available through the USC's YouTube account.

6.00 PROCEDURAL AUTHORITY

6.01 Further Procedures necessary for the effective and efficient implementation of this policy shall be established and amended as necessary by the Communications Standing Committee.

(1) The scope of such Procedures is limited to the scope of this policy.

(2) In the event of any conflict, this Policy supersedes any documents created under it.



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- (3) Any new Procedures and amendments to any existing Procedures must be ratified by Council before taking effect.