ASUW | ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON

ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON
COMMUNICATIONS POLICY

SECTION I, Purpose

I. This policy establishes guidelines for the ASUW, all its entities, employees and volunteers for communications by the Association. The purpose is to set standards for the way the ASUW communicates (internally and externally) and represents itself as an Association to the campus, students, faculty, and general public.

SECTION II, Scope

I. This policy applies to all ASUW personnel, interns, and volunteers with respect to any information (general, confidential, or material) in whatever form, regarding the ASUW that is shared between the ASUW, personnel, and other parties. Also included in this policy is language regarding the software, platforms, and tools that ASUW uses to communicate.

The ASUW views all employees as reputation managers not only for themselves, but for their employer as well.

SECTION III, Objectives

I. The Associated Students of the University of Washington (ASUW) is the democratic voice of the students that engages the campus community through programming, services, and advocacy. The ASUW strives to enrich student life and develop future leaders. The Association is composed of programs, enterprises, diversity commissions and committees, and the Board of Directors. Given the many departments underneath the ASUW umbrella, the Communications Director is tasked with managing and ensuring consistency of ASUW communications to the public.

The objective of the ASUW Communications Policy is to:
   A. Promote the ASUW Office of Communications as the primary source when it comes to ASUW communications;
   B. Ensure that information regarding the ASUW is communicated in a timely, consistent, and appropriate manner;
   C. Provide guidelines for the broad dissemination of material information;
   D. Prevent the improper use of communication channels on behalf of the ASUW;
   E. Provide direction for the communication between ASUW employees via different channels (Slack, Teams, email, etc.);
   F. Ensure that consistent edits to the Communication Policy are taken each year by the current Communications Director.

SECTION IV, Internal Communications

I. The ASUW Office of Communications

    A. The ASUW Office of Communications (OCOMM) is an internal entity focused on providing internal design, media, and tech services to ASUW employees. Its mission is to bring the spirit of creative communications and web development to life within ASUW. OCOMM strives to support the mission of the ASUW and its entities through promotion, marketing, public relations, graphics, branding, and media management.

    B. OCOMM consists of six employees; the Communications Director, the Media Manager, the Tech Administrator, the Webmaster, Multimedia Curator and Visual Designer.

    C. Software
        1. The Visual Designers and Multimedia Coordinator shall be provided an Adobe Creative Cloud subscription by the ASUW during the term of their employment, to be purchased through UW-IT.
        2. The Visual Designers and Multimedia Coordinator may use the ASUW-provided Adobe Creative Cloud subscription on their personal computers in order to work remotely.
        3. The Visual Designers and Multimedia Coordinator shall be removed from the ASUW Creative Cloud subscription at the end of their employment term by their respective SAO adviser.

    D. Special notes about graphic design
        1. The Visual Designer may use their own equipment to produce content, should they so choose.
        2. The Visual Designer is welcome to keep any work they produce for their portfolio; however, any work done by the graphic designers is the property of the ASUW and may be used in any way necessary after its creation.

II. **Entities, Offices, Enterprises and the Office of Communications**
    A. Communications Toolbox
    B.
        1. The ASUW Communications Toolbox is the Office of Communications' online webpage where ASUW employees can submit requests for work from the ASUW Office of Communications and access relevant ASUW brand assets and communications-related resources. The communications toolbox

can be accessed by visiting comm.asuw.org. The Communications Toolbox includes the following resources, which should be updated regularly at the discretion of the Communications Director to increase the marketing and communications resources available to ASUW employees.

    i.   Request forms for OCOMM services
- a. Design
- b. Web Design
- c. Tech Help
- d. Multimedia
- e. Social Media
- f. Event Planning and Press

    ii.   ASUW-wide and entity logos (vectors and jpgs)

    iii.   ASUW branded PowerPoint templates

    iv.   High quality entity photos for entity promotional needs

    v.   Required ASUW email signature template

    vi.   ASUW Communications Policy

    vii.   Communications Guides & Resources on Accessibility, Equitable Language, and more

2. These request forms are expected to be easily accessible on the Office of Communications website for the quick use by employees and volunteers.

3. OCOMM is expected to produce fact sheets and other accessible tools that can be used to understand these resources without the need to schedule an appointment.

    i.   Example: Communications Policy At-a-Glance

C. The Office of Communications Approval Process

1. The Office of Communications Approval Process headed by the Communications Director and Media Manager are tasked with ensuring brand consistency throughout the organization through mainstreamed approval processes meant to ensure accessible design practices and branding guidelines are being followed.

2. The Communications Director retains full authority over posts and pages created that are associated with the ASUW; should a post or content piece be created that is unacceptable or violates this policy, the Communications Director can request it to be removed. Should there be a disagreement with social media content, a conversation may be had with the Personnel Director, Communications Director and the involved parties regarding the messaging.

3. Entities, Enterprises, and Offices

    i.   All external and internal media including but not limited to: social media posts, flyers, pamphlets, videos, newspapers, etc. Must be

approved by the Communications Director or Media Manager in the designated approvals channel.

    ii. All approvals must be submitted 48-72 hours prior to the planned posting date. The Communications Director and/or Media Manager can flex this timeline as needed on a case-by-case basis.

    iii. All external and internal media must abide by the Standards and Statements, and External Communications Standards.

  4. The Board of Directors

    i. All external and internal media including but not limited to: social media posts, flyers, pamphlets, videos, newspapers, etc. Must be approved by the Communications Director in the designated approvals channel.

    ii. All approvals must be submitted 48-72 hours prior to the planned posting date. The Communications Director can flex this timeline as needed on a case-by-case basis.

    iii. All external and internal media must abide by the Standards and Statements, and External Communications Standards.

D. ASUW Marketing Positions

Individual ASUW entities are permitted to recruit volunteer/intern positions related to marketing, outreach, promotion, communications, etc., particularly as a learning opportunity for students interested in these fields. These positions' job descriptions must include mention of collaborating with the Office of Communications for any graphic design or multimedia needs.

E. Requests for work

ASUW employees are not required to utilize the OCOMM design request process for every single design, graphic, or asset creation. Instead, OCOMM will act as a resource of support and guidance to help employees finetune their work.

In the case that employees are interested in commissioning designs through the Office of Communications, they will need to complete the design request form and follow that process accordingly. All requests for work must be submitted via the request forms on the ASUW Communications Toolbox website. In an effort to help employees fill out these forms, sample request forms will be provided on the Communications Toolbox site for employees to refer to as they get ready to submit a request.

  1. Request for Work Process

Design and multimedia requests MUST BE SUBMITTED at least 2 weeks in advance.

Request Submission

Even if you don't have ALL the details of your event (exact date or time, location, sponsors), submit the design request so the creative process can begin. Then, make sure to keep the designers in the loop of these updates via Teams or Outlook Email in a timely, detailed manner. Only 2 revisions requests can be made after the original iteration. Employees cannot make their own design changes when OCOMM sends the final request design. If you need changes made, you must make that clear to the designer before the final deliverable. More information on the design request process can be accessed in the Communications Toolbox.

2. Design Services

    1)

        Requests for design services must be submitted at least 14 days prior to the need by date, unless special approval is given by the Communications Director. The Office of Communications cannot guarantee the completion of tasks requested outside of these guidelines. The Communications Director is responsible for maintaining an organized and functioning system for taking and processing requests. *Designs are limited to two revision rounds per request, after the original iteration is produced.*

3. Multimedia Services

    1) Requests for photo, video or audio to be shot at a specific event must be submitted at least 7 days prior to the date of the event. *OCOMM does not guarantee that the Multimedia Coordinator will be available for the event date.* Requests for video summaries of event footage must be given at least 1 week after the event date for turnaround time.

    2) If requesting filming, editing, and production of promotional videos, concepts must be discussed with the Multimedia Coordinator at least 3-4 weeks prior to the deadline.

4. Web Services

    Requests for new ASUW websites or website edits or updates do not have a submission timeline requirement, but those requesting services must allow the necessary time for completion of the request. Small additions to existing websites or content edits may happen within 1-3 days, while the creation of brand new sites and content may take up to 2 weeks.

5. Tech help Services

    Requests for assistance with ASUW computers, printers, and additional

technology should be submitted as soon as the issue arises. The Systems Administrator will then follow-up with requests on a first-come-first-served basis. For pressing requests and issues, please communicate with the Communications Director.

6. Social Media Requests

    Requests for posts on any of the ASUW-wide social media channels should be submitted at *least* 48-72 hours days before the desired date of posting. The Communications Director reserves the right to shift posting dates in order to accommodate for other posts, as long as the posting date remains before the event or post date.

7. Event Planning and Press

    Requests for assistance in event planning must be requested 3-4 weeks prior to the planned event date. Requests for assistance with press releases, copy writing and/or public interviews will be accepted on a case-by-case basis by the Communications Director and must be requested 48-72 hours prior. Requests for virtual Zoom events on the ASUW pro-licensed Zoom account must be submitted at least 3 business days prior, though consideration for adequate promotion must also be included in this timeline. The employee who submitted this request is responsible for coordinating further details with the Communications Director.

F. Printing

Printing of media developed by the ASUW Office of Communications is to be handled by the individual entity. While recommendations and guidance can be provided, OCOMM is not responsible for the printing and distribution of designed materials.

G. Standards and Statements
  1. All materials printed for an ASUW-hosted event must include the official ASUW logo (any official logo variation is at the discretion of the designer) and the official University disability accommodation statement and its variations relating to the content and format are included below.
     i. Announcements made through brochures, flyers, position postings, web flyers, email blasts, social media event pages, event advertisements, etc. Open meetings and trainings may also fall into

this category. If a calendar software is used (i.e. Trumba, etc.) include it in the templates for invitations. All announcements should include the following statement:

   a. *"The University of Washington is committed to providing access and accommodation in its services, programs, and activities. To make a request connected to a disability or health condition contact [INSERT sponsoring department contact, phone number, and email address], by [INSERT specific date]."*

ii. Electronic forms include applications (e.g. scholarships), surveys, registrations, or other forms. When this statement is presented can vary by the type of form. Placement in a landing page of a survey or application before beginning the form is recommended. For registration forms placing the statement during registration and/or confirmation of registration is recommended. All electronic forms should include the following statement:

   a. *"The University of Washington is committed to providing access and accommodation in its services, programs, and activities. If any accommodation is needed in the completion and submission of this form please contact [INSERT sponsoring department contact, phone number, and email address]."*

2. Any materials for an ASUW-hosted event not designed by the ASUW Office of Communications must still abide by the above guidelines.

3. It is recommended that ASUW-wide designs and content colors resemble that of the University (purple, white, and gold) for official branding. Entity designs and content may differ.

4. The official name of all ASUW entities shall have the "ASUW" in front of it (ex: The ASUW Office of Government Relations). The full name of the Association should be used when the name is being used in print, media, or any other official capacity.

5. Any ASUW materials should be designed with accessibility standards in mind (alt-text, clear, easy-to-read text, high color contrast for people with vision impairments to read, etc.) Reference the Office of Inclusive Design's website for more information at oid.asuw.org.

III. Microsoft Teams

A. Starting in the 2024-2025 academic year, the Office of Communications will fully transition the ASUW organization in collaboration with their respective SAO advisor, from Slack to Microsoft Teams and fully remove Slack at the end of the 2023-2024 academic year as the former method of communication.

B. Context
    1. ASUW employees are expected to use Microsoft Teams as their primary method of communication with other ASUW employees and SAO advisers. All employees of the ASUW will be added to the Microsoft ASUW Teams workspace using their official ASUW email address. A detailed guide on how to use Microsoft Teams and all its functions can be found as a tab on the ASUW Office of Communications website (comm.asuw.org). It is expected that all ASUW employees read this guide as they transition into their position.

C. Management
    1. The ASUW-wide Teams workspace will be managed by the Communications Director in cooperation with their respective SAO advisor, the OCOMM Tech Administrator, ASUW Vice President and the Personnel Director.
    2. The Senate Teams workspace will be managed by the Communications Director in cooperation with the Senate Speaker, Senate Vice Speaker, Membership Coordinator, and Webmaster.
    3. Additionally, the Communications Director shall reset all employee passwords in the ASUW Teams workspace at the end of the academic year. Employees will receive password reset emails in their ASUW email accounts and in the respective personal UW accounts of their successors as they transition at the end of their term.
    4. Creation of new channels
        i. ASUW employees will need to submit a formal request through the Communications Director for the creation of all new channels within the ASUW Teams workspace, 5-7 business days before the desired creation date.

D. Microsoft Teams Responsibilities
    1. The Communications Director will lead a comprehensive ASUW Teams training during ASUW Employee Orientation at the start of the academic year. The Communications Director will coordinate with the Personnel Director and Vice President to ensure employees unable to attend the ASUW Employee Orientation will receive comparable training.

E. Interns and Volunteers on Teams

1. Volunteers and Interns may be added to the ASUW-wide Teams channel for the duration of their volunteering within ASUW. All Volunteers and Interns shall be removed at the end of their term with ASUW by their supervising entity director, enterprise or by the Communications Director.

F. Microsoft Teams versus Email
   1. ASUW employees remain expected to use their assigned ASUW email accounts to communicate with individuals and entities external to the ASUW.
   2. Microsoft Teams is expected to be the primary method of communication between employees.
   3. Email use is encouraged for longer, more dense communications between employees. In the event that an email is used to communicate between employees, we encourage the use of a short Teams message to notify employees of the content sent via email.

IV. Canva Pro

A. Starting in the 2020-2021 academic year, the Office of Communications will coordinate a Canva Pro account in an effort to facilitate broader design and outreach opportunities to ASUW employees and volunteers.

B. Employees and volunteers are encouraged to utilize Canva Pro for "small scale" design needs, such as quick graphics for an Instagram Story or a newsletter header. Conversely, if an employee/volunteer is organizing a large scale campaign or event promotion, they are encouraged to work with OCOMM to establish a strong, professional design palette for the project.

C. Employees and volunteers are expected to utilize the "Brand Kit" feature of Canva Pro that includes all necessary logos, colors, and other elements of the official ASUW brand. OCOMM is also expected to maintain this Brand Kit to be up-to-date and usable as possible.

D. The Canva Pro account(s) email address and password are to be managed by the Communications Director's administrative account.

E. The yearly payment invoice is to be coordinated between the Communications Director, the Finance & Budget Director, and OCOMM's SAO advisor.

V. Zoom

A. Starting in the 2020-2021 academic year, the Association's pro-licensed Zoom account is to be operated by the Office of Communications. Specifically, the

incoming Communications Director will work with SAO and UW-IT to properly set up and renew the account over the summer months.

B. The Board Coordinator in conjunction with the Communications Director, will be listed as a user under the pro-licensed account for the purpose of accessing any and all Board of Directors Zoom recordings, to be utilized for official minute taking.

C. In an effort to adopt and increase accessibility measures within the ASUW in accordance with RCW 42.30.035 and RCW 42.30.220, starting June 30, 2024: all Board of Directors meetings shall be recorded (through the Zoom pro-license) and made publicly accessible (through YouTube); and that all publicly recorded meetings are stored by the Communications Director in tandem with the Director of Internal Policy and Board Coordinator for records keeping.

   1. Starting in the 2024-2025 academic year, CART captioners will be required at all Board meetings to ensure equitable access to meetings.
       i. Per RCW 42.56.010, 42,56.090, and 24.56.100, the retention of public records includes but is not limited to "photographic films and prints, motion picture, film and video recordings, magnetic or punched cards, discs, drums, diskettes, sound recordings" and all other writing which shall be made available during the customary office hours of the ASUW in the most timely manner possible.
       ii. Accessibility measures
            a. Captioners will be recruited in collaboration with the Office of Inclusive Design.
            b. Audio equipment including but not limited to microphones will be utilized to establish better audio quality for those attending on Zoom and for a better captioning experience.

D. Unless otherwise covered, ASUW public virtual event and meetings will need to be hosted on the OCOMM Zoom account, including but not limited to the Finance & Budget Committee, the Board of Directors, and the Student Safety Advisory Board. The ASUW Student Senate will be supplied its own pro-licensed account and thus are responsible for coordinating their own virtual meetings and events.

E. Any employee or entity interested in utilizing the OCOMM Zoom account to host a virtual event are required to submit an event request form, found along with the other OCOMM service forms on comm.asuw.org.

SECTION V, External Communications

I. Email

A. Signatures
1. ASUW employees are required to set the official ASUW email signature once they are given access to their ASUW email account. Instructions on how to do this and the required email signature template can be found on the ASUW Communications Toolbox site (comm.asuw.org).
2. One content requirement for email signatures is the inclusion of land acknowledgement statements. The Office of Communications will work with the American Indian Student Commission to develop guidelines for including land acknowledgements in employee email signatures, understanding that there is no "one size fits all" template for land acknowledgements. Instead, each employee is encouraged to individually reflect on the significance of land acknowledgements, and to create a statement that is unique to their own experiences and geography.

B. All-Campus Email
1. The ASUW maintains an agreement with the Office of the Registrar that the ASUW President is granted access to the Office's all-student email channel. As a result, the ASUW President is able to communicate with all students in a quick and efficient manner. Though this channel is technically controlled by the President (in that they must be the one to forward any communications to the Registrar), this provides a powerful opportunity ~~of~~ for ASUW to engage with all students on important matters.
    i. The ASUW President has final say on what is sent out on the all-campus email channel.
    ii. The Office of Communications has creative control over what is presented on the ASUW all-campus email channel, and thus is responsible for designing and editing any material before it is sent.
2. The ASUW President in collaboration with the Communications Director, per section 6.J. of the ASUW Bylaws, ensure that the All-Campus Email is edited for verbatim and design to ensure it abides by the current OCOMM accessibility standards.
3. Any ASUW employee or entity seeking to share something ASUW-related with the student body must first confirm approval with the ASUW President, and then work with OCOMM to create the final product.
4. The ASUW President in collaboration with the Communications Director shall ensure that all-student emails:
    i. Are communicated no less than once a quarter
    ii. Include any relevant updates on the work on the ASUW:
        a. Entities, enterprises and/or offices
        b. Committees and task forces

        c.   And any UW Community and organizations

II. Standards
    A. Brand Continuity
        1. All external media must include the ASUW logo.
        2. Any external media related to a specific ASUW entity or group of entities must include the ASUW logo as well as the specific logo of the respective entities involved.
        3. All external media relating to events funded by ASUW must include the SAF logo.
            i.   Example: A+E Spring Fling, QSC Queer Prom, OSHR Wellness Week, etc.
           ii. Examples of non-applicable media: Meeting times, reminders, etc.
          iii. Below is the official SAF logo, available on the UW Logo Repository:

![SAF Services + Activities Fee logo]

    B. Official Association Logos

The following are the official ASUW logos. This logo, is to be used when promoting any events, campaigns, or initiatives on behalf of the ASUW. Accessible through comm.asuw.org under "Assets":

![ASUW | Associated Students of the University of Washington logo and ASUW logo]

        1. ASUW Entity Use
            i.   Every official ASUW entity has permission to use the ASUW logo in any media in accordance with the ASUW brand guidelines within the Communications Toolbox. It is expected that a version of the official ASUW logo, in addition to the entity logo, is displayed on any promotional materials for entity programs and initiatives.

        2. External on-campus use
            i.   External partnerships may have need for use of the ASUW logo. They may use the ASUW logo in accordance with the ASUW brand guidelines. Should the ASUW provide funds to an entity exceeding $100, the ASUW logo must be present on event publications, or in

electronic media. If less than $100 was provided to the event use of the logo shall be left up to the discretion of the main sponsors. The ASUW reserves the right to withdraw funds and/or terminate any future partnerships with involved organizations for non-compliance with these terms.

3. External off-campus use
    i. Groups unaffiliated with the University may only use the ASUW name and logo when working in coordination with an ASUW entity, and with majority approval of the Board of Directors. This usage must be in accordance with the ASUW brand guidelines. The ASUW logo may not be used in any way that violates the policies of the University of Washington campus at large.

C. ASUW Entity Logos
    1. On-campus use of ASUW entity logos shall be left to the discretion of the entity directors. External off-campus groups unaffiliated with the University may only use an ASUW entity name and logo when working in coordination with said entity, and with approval of the entity director. Entity directors should consult with the Communications Director before approving external use of their logo. All logos will be housed under The Office of Communications and are available to all employees via the ASUW Communications Toolbox.

D. Accessibility and Design
    1. The Office of Communications is tasked with working alongside the Student Disability Commission and the Office of Inclusive Design to develop guides that detail the necessary features of accessible communications and content. Below are standards that are required in all ASUW external communications; further details and instructions can be found on the OCOMM Communications Toolbox.
    2. Required:
        i. Alt-text and image descriptions on *all* images posted online (social media, websites, channels, etc.)
        ii. Alt-text or image descriptions on *all* PowerPoints, presentations, etc.
        iii. EDITED transcripts for all videos (YouTube, Instagram, etc.)
        iv. Ensuring sufficient color contrast in photos with wording
        v. Ensuring large enough text in photos with wording
        vi. Follow WCAG 2.1 Guidelines (web accessibility): https://www.w3.org/WAI/standards-guidelines/wcag/
    3. Additional guideline aids:

        i.   Alt-Text and Captions Breakdown.docx
       ii.   Accessible Events Checklist.docx

III. Events Calendar

A. The Office of Communications is responsible for organizing and promoting the ASUW Events Calendar, which is a sharable public Canva design that the public should have access to.

B. The purpose of this calendar is to coordinate all events and happenings from ASUW and the UW community into one central place, for both employees to reference and understand when their colleagues' events are coming up, as well as for the general public to keep track of what events and meetings are scheduled.

C. All entities are expected to continuously add their events to the Microsoft Form provided by the Communications Director, so that it is constantly populated with an abundance of opportunities to engage.

D. The Canva Events Calendar is to remain linked on the ASUW LinkTree.

E. OCOMM in tandem with the ASUW President are responsible for consistently promoting the Events Calendar, so that the UW community is aware of its availability.

IV. Social Media for the Association At Large

A. ASUW currently holds and maintains the following social media platforms.
   1. Instagram (@asuwseattle)
   2. Instagram (@asuwbod)
   3. Twitter (@ASUWSeattle)
   4. YouTube (www.youtube.com/asuwseattle)
   5. LinkedIn (www.linkedin.com/company/associated-students-uw/)

B. Passwords to the social media channels owned by the ASUW at-large should be owned by the ASUW Communications Director and kept confidential. These passwords should be given to incoming Communications Directors and respective members during their transition period, and the newly hired Communications Director must change these passwords at the beginning of their term (June).
   1. With the exception of the ASUW President and Vice President shall have access to the @ asuwseattle Instagram account to monitor potential student concerns shared via dms and/or comments and respond to them. However,

the President and Vice President shall not post any content, as that is the purview of the OCOMM Director and office.

    i. If a direct message or comment is received that involves a member of the Board of the Directors, they shall be notified at the earliest possible opportunity and work with the @ asuwseattle administrators to respond.

C. The following employees shall have access to the official ASUW Board of Directors Instagram:

1. *Communications Director* who shall have strategic and final approval over all posts. They will be responsible for regular updates and page maintenance.
2. *President* who shall have admin privileges and creative direction over the account in collaboration with the Communications Director.
3. *Vice President* who shall have admin privileges and creative direction over the account in collaboration with the Communications Director.
4. *The Board of Directors* shall have admin privileges and creative direction in collaboration with the Communications Director.

    i. Each member of the Board shall sign off on their respective social media posts with their initials to ensure transparency

5. No other employees shall have administrative access to the official ASUW Board of Directors Instagram.

D. The following employees shall have full access to post on and maintain the official ASUW LinkedIn page:

1. *Communications Director* who shall have strategic and final approval over all messaging. They will be responsible for regular updates and page maintenance.
2. *Vice President* who shall have full administrator privileges over posts on the ASUW *LinkedIn* page in coordination with the Communications Director.
3. *Personnel Director* who shall have administrator privileges to the *LinkedIn* page, and may post with approval of the Communications Director, with particular focus on content relating to employees and the workplace.
4. *President* who shall have administrator privileges to the *LinkedIn* page, and may post with approval of the Communications Director, with particular focus on content relating to employees and the workplace.
5. No other employees shall have administrative access to the official ASUW LinkedIn page. Office of Communications interns may be given edit access to the page at the discretion of the Communications Director.

E. Best Practices

1. Posts should be written professionally, and grammatical errors should be avoided.

2. Posts that mention an ASUW entity or group should tag that entity or group whenever possible.
3. Posts should include photos or other multimedia content, if available, to boost engagement.
4. When posting about an event, always include the day, time, and location unless a link with those details is provided.
5. The main profile photo of the page shall remain the official ASUW logo.
6. The page's cover photo can and should be changed throughout the year to promote big events and programs in the ASUW (i.e. promoting jobs, Spring Show, etc.).
7. Campaigns and initiatives to increase the number of users on the page are encouraged.
8. The maximum length of a post should not exceed 3-5 lines of text.
9. When including a link that will be displayed on the text box, a link shortening service (bit.ly, tinyurl, etc…) is encouraged.
10. A posting calendar is recommended to establish messaging priorities and goals for each month, beyond employee social media requests.

F. Instagram
1. Administrators
    i. The ASUW Communications Director shall have sole ownership and administrative access to the official ASUW Instagram page.
    ii. Office of Communications interns, at the discretion of the ASUW Communications Director, may be given access to the ASUW Instagram account for posting.
2. Best Practices
    i. Posts should be written professionally, and grammatical errors should be avoided.
    ii. Posts that mention an ASUW entity or group should tag that entity or group whenever possible.
    iii. Photos or videos posted should be high-quality.
    iv. The main profile photo of the page shall remain the official ASUW logo.
    v. Campaigns and initiatives to increase the number of users on the page are encouraged.
    vi. Captions should not exceed 3 lines of text.
    vii. When a link is tied to the post, the link should be shortened using a link-shortening service (bit.ly, tinyurl, etc…) and linked to the ASUW Instagram bio. It should be referred to in the caption by stating "See the link in bio".

viii. A posting calendar is recommended to establish messaging priorities and goals for each month beyond employee social media requests.

G. Twitter
  1. Administrators
     i. The ASUW Communications Director shall have sole ownership and administrative access to the official ASUW Instagram page.
     ii. Office of Communications interns, at the discretion of the ASUW Communications Director, may be given access to the ASUW Instagram account for posting.
  2. Best Practices
     i. Posts that mention an ASUW entity or group should tag that entity or group whenever possible.
     ii. When posting about an event, always include the day, time, and location unless an invitation link is included.
     iii. The profile photo should remain the official ASUW logo.
     iv. Campaigns to increase the number of followers are encouraged.
     v. Replies should be limited to 1 reply per post, as to not hold conversations through Twitter.
     vi. Hashtags should remain consistent and relevant to the topic.
     vii. #ASUW should be used whenever possible
     viii. A posting calendar is recommended to establish messaging priorities and goals for each month beyond employee social media requests.
     ix. Retweeting tweets of other entities or other University of Washington departments is encouraged.

H. YouTube
  1. Administrators
     i. The ASUW Communications Director shall have sole ownership and administrative access to the official ASUW YouTube page.
        a. The President shall have access to the YouTube.
     ii. The Office of Communications Multimedia Coordinator shall have access to the ASUW YouTube page in order to upload ASUW video content with the permission of the ASUW Communications Director and the President.
     iii. Office of Communications interns, at the discretion of the ASUW Communications Director, may be given access to the ASUW YouTube account for posting.

I. Posting

1. ASUW Instagram and LinkedIn pages must be maintained regularly with high-quality posts between September and June of the academic year.
2. Posts shall be primarily focused on ASUW events, entities, employees, and volunteers, unless an exception is made by the Communications Director.
3. No negative language about any group, person, or entity shall ever be posted by the ASUW.
4. By Washington State Law, the ASUW and its entities must not post or endorse partisan political messages.

J. Interactions*

The ASUW social media properties will not tolerate or allow any comments that put down or degrade a group, entity, or person, use negative or offensive language, or divulge personal information of any individual. Posts deemed in violation of these requirements by the Communications Director and/or ASUW President are to be deleted immediately. Page administrators reserve the right to remove any comment or content they deem unacceptable. Questions on content removal should be directed to the Communications Director for final decision.

* This applies to all social media properties of the Association, including, but not limited to, Facebook, Twitter and blogs.

V. Entity Social Media Properties

Entities and employees are encouraged to have their own entity or initiative social media pages and update them regularly. Employees of individual entities have more creative control over content, but many of the same guidelines outlined for the general ASUW social media pages should be followed.

A. Administrations
1. Any director of an entity or lead of an ASUW initiative/campaign may serve as an administrator for that entity or initiative's Instagram/Social Media page. The director of the entity or initiative shall have discretion over which employees may post on their page.
   i. Administrator access shall be kept to the entity director and limited to as minimum people as possible. The entity director shall be responsible for recording all persons given access to their social media accounts.
2. The Communications Director retains full authority over posts and pages created that are associated with the ASUW; should a post or content piece be

created that is unacceptable or violates this policy, the Communications Director may request it to be removed. Should there be a disagreement with social media content, a conversation may be had with the Personnel Director or Communications Director regarding the messaging.

3. Similar to the above points, the people in charge of the social media accounts should have training on best practices for accessible online communication.

B. Posting

1. Posts shall be primarily related to the entity or initiative.
   i. Example: Entity-hosted or sponsored events, community events relating to the entity or initiative.
2. No negative language about any group, person, or entity shall ever be posted by any entity or initiative pages associated with the ASUW.
3. By Washington State Law, the ASUW and its entities must not post or endorse partisan political messages.

C. Interactions*

1. The ASUW social media properties will not tolerate or allow any comments that put down or degrade a group, entity or person, use negative or offensive language, or divulge personal information of any individual. Posts deemed in violation of these requirements by the Communications Director and/or ASUW President are to be deleted immediately. Page administrators reserve the right to remove any comment or content they deem unacceptable. Questions on content removal should be directed to the Communications Director for the final decision.

   * This applies to all social media properties of the Association, including, but not limited to, Facebook, Twitter and blogs.

VI. Photo Release

A. All ASUW events in which photos will be taken that may feature identifiable faces (i.e photos beyond crowd shots) should include notice of photography and contact information should attendees not want to be photographed, written below.
   1. Photos may be taken at this event to be used by the ASUW. If you do not wish to be photographed, please notify [entity director] at [entity director email].
I. SECTION VII, Creation of New Social Media Accounts or Channels
1. Because all social media accounts of the ASUW represent the ASUW and have the potential to strengthen or dilute the Association's brand identity, new accounts on existing social media platforms or expansion into new social media platforms must be given careful consideration.

2. No member of the ASUW shall create a new social media account or expand into a new social media platform without the approval of the OCOMM Director and a bill announcing the creation to the Board of Directors.
3. Approval Process
    a. Should an employee of the ASUW want a new account or platform, they shall submit a request in writing to the OCOMM Director.
    b. The OCOMM Director shall carefully consider the current ASUW brand and its needs, as well as the costs and benefits of a new social media channel or platform. They must respond with their decision to approve or deny the new account or platform within two weeks of the initial request.
    c. Once a decision has been rendered, the OCOMM Director will make an announcement to the Board of Directors and present a bill (classification 4.XX) to the board.
    d. Should the Board of Directors and the OCOMM Director disagree over the creation of a new account or channel, the Board of Directors can override the decision of the OCOMM Director through a 3/4s vote.
4. Definitions:
    a. Social media account: a new handle on a social media platform that ASUW is already present on.
        i. Ex: @ asuwseattle and @ asuwbod are two accounts on the same platform or channel
    b. Social media platform / channel: a new social media platform or channel
        i. Ex: Instagram is a distinct platform from LinkedIn

SECTION VIIIV, Washington State Open Public Meetings Act Accordance

I. The Public Records Act (PRA) requires that all records maintained by state and local agencies be made available to all members of the public. A public record is defined in RCW 42.56.010(3) as any writing that is prepared, owned, used, or retained by any state or local government agency, and which contains information that relates to the conduct of government, or the performance of any governmental or proprietary function—this includes any ASUW communications sent via email or Slack.
II. As of May 2024, with clarification from the Office of Public Records (OPR): only the elected, all members of the Board of Directors, are required to respond to public records requests
    A. Any and all responsive records, even communications between elected Board members and non-elected members (including students) are subject to public records requests. OPR will determine and review the appropriate FERPA redactions or exemptions.

B. All official ASUW work must be done within official ASUW channels using Teams or Emails.