

# **Associated Students of the University of Washington Communications Policy**

## **SECTION I | PURPOSE**

This policy establishes guidelines for the ASUW, all its entities and employees, 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**

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.

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

## **SECTION III | OBJECTIVES**

The Associated Students of the University of Washington (ASUW) is the democratic voice of 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 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:

- Promote the ASUW Office of Communications as the primary resource when it comes to ASUW communications;
- Ensure that information regarding the ASUW is communicated in a timely, consistent, and appropriate manner;
- Provide guidelines for the broad dissemination of material information;
- Prevent the improper use of communication channels on behalf of the ASUW; and
- Provide direction for the communication between ASUW employees via different channels (Slack, email, etc.)

## **SECTION IV | Internal Communications**

### **1. Slack**

a. Context

ASUW employees are expected to use Slack as their primary method of communication with other ASUW employees and SAO advisers. A detailed guide on how to use Slack and all its functions can be found as a tab on all employee transition websites, and on the ASUW Communications Toolbox site ([comm.asuw.org](http://comm.asuw.org)). It is expected that all ASUW employees read this guide as they transition into their position.

b. Management

The ASUW-wide Slack channel will be managed by the Communications Director in cooperation with the Assistant Director of Student Activities, and the OCOMM webmasters. The Communications Director will work with SAO to arrange Slack logistics such as yearly payments.

At the conclusion of each academic year, the Communications Director, in conjunction with OCOMM, will conduct an informal review of Slack use within the ASUW before renewing its services.

Additionally, the Communications Director shall reset all passwords in the ASUW Slack workspace. Employees will receive password reset emails in their ASUW gmail accounts.

c. Slack Responsibilities

The Communications Director, in conjunction with the OCOMM Webmasters, will lead a comprehensive Slack training during ASUW Autumn Orientation. The Communications Director will coordinate with the Personnel Director to ensure employees unable to attend the ASUW Autumn Orientation will receive comparable training.

d. Interns and Volunteers on Slack

Interns may be added to the ASUW-wide Slack channel as single-channel members. That is, a channel can be created between a group of interns and their respective ASUW employee or entity. ASUW employees will need to put in a request through OCOMM for the creation of this channel.

e. Slack versus Email

ASUW employees remain expected to use their assigned ASUW email accounts to communicate with individuals and entities external to the ASUW.

Slack is expected to be the primary method of communication between employees.

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 Slack message via the #general channel to notify employees of the content sent via email.

## **2. The ASUW Office of Communications**

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

OCOMM consists of seven employees; the Communications Director, the Multimedia Coordinator, the Systems Administrator, two Webmasters, and two Visual Designers.

- a. Software
  - i. The Visual Designers and Multimedia Coordinator shall be provided an Adobe Creative Cloud subscription by the ASUW during the term of their employment
  - ii. The Visual Designers and Multimedia Coordinator may use the ASUW-provided Adobe Creative Cloud subscription on their personal computers in order to work remotely
  - iii. 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
  
- b. Special notes about graphic design
  - i. The Visual Designers may use their own equipment to produce content, should they so choose.
  - ii. The Visual Designers are welcome to keep any work they produce for their portfolio; however, any work done by the graphic designers is property of the ASUW and may be used in any way necessary after its creation.

## **4. Entities and the Office of Communications**

- a. Communications Toolbox

The ASUW Communications Toolbox is the Office of Communications' online web portal 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](http://comm.asuw.org) and logging in with your employee UW NetId. 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.

- Request forms for OCOMM services
  - Design
  - Web Help
  - Tech Help
  - Multimedia
  - Social Media
  - Tabling Materials
- ASUW-wide and entity logos (vectors and jpgs)
- ASUW branded Powerpoint templates
- High quality entity photos for entity promotional needs
- Universal Slack Transition Guide
- Required ASUW email signature template
- ASUW Communications Policy

b. Design Interns

In order to foster sustainability of the Office of Communications Visual Designers, ASUW entities and employees, with the exception of the Office of Communications, should not bring on any interns tasked specifically with designing content for the ASUW, an entity, or any other program within the Association.

c. ASUW Marketing Positions

Existing and future ASUW marketing positions\*, including employees, interns, and volunteers, shall not be tasked with end-product graphic design. Instead, these positions' job descriptions should be concerned with coordinating with the Office of Communications for any graphic design or multimedia needs. These positions should be focused on crafting marketing strategies and timelines with their entity and the Office of Communications.

\* This excludes ASUW employees whose job title and description are specifically tasked with graphic design (i.e. Arts & Entertainment Design & Marketing Coordinator)

d. Requests for work

It is expected that ASUW employees go through the Office of Communications for any graphic design, multimedia, or web needs. 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 have been provided on the Communications Toolbox site for employees to refer to as they get ready to submit a request.

i. Design Services

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.*

ii. Multimedia Services

Requests for photo and video 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 from event footage must be given at least 1 week after the event date for turnaround time.

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.

iii. 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.

iv. 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.

v. Social Media Requests

Requests for posts on any of the ASUW-wide social media channels should be submitted *at least* 2-3 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.

e. 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.

f. Standards

- i. All materials printed for an ASUW-hosted event must include the official ASUW logo (any variation is at the discretion of the designer) and the official University disability accommodation statement written below.

*The University of Washington is committed to providing access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation contact the Disability Services Office at least ten days in advance at: 206.543.6450/V, 206.543.6452/TTY, 206.685.7264 (FAX), or e-mail at [dso@u.washington.edu](mailto:dso@u.washington.edu).*

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

- iii. 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.
- iv. 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.

## **SECTION V | EXTERNAL COMMUNICATIONS**

### **1. Email**

#### **a. Signatures**

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](http://comm.asuw.org)).

### **2. Social Media for the Association At Large**

#### **a. ASUW currently holds and maintains the following social media platforms.**

- i. Facebook ([www.facebook.com/asuwseattle](http://www.facebook.com/asuwseattle) or @asuwseattle)
- ii. Instagram (@asuwseattle)
- iii. Twitter (@ASUWSeattle)
- iv. YouTube ([www.youtube.com/asuwseattle](http://www.youtube.com/asuwseattle))

#### **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 during their transition period, and the newly hired Communications Director must change these passwords at the beginning of their term (June).**

#### **c. Facebook**

The ASUW will retain a main ASUW page, located at [facebook.com/asuwseattle](http://facebook.com/asuwseattle). The purpose of this page is to do the following:

- Promote events hosted by entities of the Association.
- Promote events hosted by official partners of the Association.

- Provide updates about ASUW internal activity, such as featuring employees.
- Provide news updates regarding student initiatives and concerns.
- Provide resources for students.
- Provide answers to appropriate questions via the Facebook inbox.
- Share other pertinent information at the discretion of the Communications Director.

i. Administrators

The following employees shall have full access to post on and maintain the official ASUW Facebook 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. *ASUW President* who shall have full administrator privileges over posts on the ASUW Facebook page in coordination with the Communications Director.
3. *Vice President* who shall have administrator privileges to the Facebook page, and may post with approval of the Communications Director and/or President.
4. *Personnel Director* who shall have administrator privileges to the Facebook page, and may post with approval of the Communications Director and/or President, with particular focus on content relating to employees and the workplace.
5. *Office of Communications Multimedia Coordinator* who shall have editor access to the page to post media content (photos, video, etc.) of ASUW entity events with the permission of the ASUW Communications Director.

No other employees shall have administrative access to the official ASUW Facebook page. Office of Communications interns may be given edit access to the page at the discretion of the Communications Director.

ii. 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 photo or other multimedia content, if available, to boost engagement.



4. When posting about an event, always include the date, 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. In the event that it does, a Facebook Note should be published instead.
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.

d. Instagram

i. Administrators

1. The ASUW Communications Director shall have sole ownership and administrative access to the official ASUW Instagram page.
2. Office of Communications interns, at the discretion of the ASUW Communications Director, may be given access to the ASUW Instagram account for posting.

ii. 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. Photos or videos posted should be high-quality.
4. The main profile photo of the page shall remain the official ASUW logo.
5. Campaigns and initiatives to increase the number of users on the page are encouraged.
6. Captions should not exceed 3 lines of text.
7. 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".

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

e. Twitter

i. Administrators

1. The ASUW Communications Director shall have sole ownership and administrative access to the official ASUW Twitter page.
2. Office of Communications interns, at the discretion of the ASUW Communications Director, may be given access to the ASUW Instagram account for posting.

ii. Best Practices

- 1.
- 2.

f. YouTube

i. Administrators

1. The ASUW Communications Director shall have ownership and administrative access to the official ASUW Instagram page.
2. 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.
3. Office of Communications interns, at the discretion of the ASUW Communications Director, may be given access to the ASUW YouTube account for posting.

g. Posting

- i. ASUW Facebook and Instagram pages must be maintained regularly with high-quality posts between September and June of the academic year.
- ii. Posts shall be primarily focused on ASUW events, entities, employees, and volunteers, unless an exception is made by the Communications Director.
- iii. No negative language about any group, person, or entity shall ever be posted by the ASUW.

- iv. By Washington State Law, the ASUW and its entities must not post or endorse partisan political messages.

- h. 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.

### **3. 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. Administrators

- i. Any director of an entity or lead of an ASUW initiative/campaign may serve as an administrator for that entity or initiative's Facebook page. The director of the entity or initiative shall have discretion over which employees may post on their page.
- ii. 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.

- b. Posting

- i. Posts shall be primarily related to the entity or initiative.
- ii. No negative language about any group, person, or entity shall ever be posted by any entity or initiative pages associated with the ASUW.

iii. By Washington State Law, the ASUW and its entities must not post or endorse partisan political messages.

c. 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 the final decision.

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

## **SECTION VI | WASHINGTON STATE OPEN PUBLIC RECORDS ACT COMPLIANCE**

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.

Therefore, communications on both email and Slack must remain professional and employees must be aware that these communications may be subject to search by the University of Washington if prompted by a public records request.

It is the responsibility of every employee to notify their respective interns of these guidelines should they be added to the Slack channel.

## **SECTION VII | LOGOS**

### **1. Official Association Logos**

The following are the official ASUW logos. This logo, in any color variation shown here, is to be used when promoting any events, campaigns, or initiatives on behalf of the ASUW.



a. ASUW Entity Use

Every official ASUW entity has permission to use the ASUW logo in any media that they deem necessary. They may use any color shown above at their discretion. 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.

b. External on-campus use

External partnerships may have need for use of the ASUW logo. 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.

c. External off-campus use

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. The ASUW logo may not be used in any way that violates the policies of the University of Washington campus at large.

## 2. ASUW Entity Logos

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.