



# Executive Social Media Guidelines



Category Executive  
Version 1  
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No related policies

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## 1. Purpose

- 1.1 This policy sets out the guidelines for the usage of OUSA Executive run social media accounts. This includes, the OUSAExec Instagram account and any further social media accounts created in the future for explicit use and management by the OUSA Executive.
- 1.2 These guidelines exist to ensure that the OUSA Executive social media accounts can remain in perpetuity, have clear ownership and direction, and ensure that the content on them is reflective of the executive and wider association.
- 1.3 Nothing in this policy controls or dictates the content on the wider OUSA social media managed by the OUSA marketing and communications team. The policy is specifically for content managed by OUSA Executive members.

## 2. Access

- 2.1 The Administrative Vice-President is in charge of maintaining the Executive Social Media
- 2.2 The President and Administrative Vice-President Shall have permanent access to any executive managed social media
- 2.3 Any OUSA Executive Member may have access to the Executive Social Media for ongoing use.
- 2.4 An executive member who wishes to gain access to the social media shall ask the Administrative Vice-President for access. Access will be at the discretion of the

Administrative Vice-President and shall be made on the basis of demonstrated need for on-going access.

- 2.5 One-off posts by executive members without access to the social media shall be sent to the Administrative Vice-President to post.
- 2.6 If an executive member is found to make a post in breach of the content guidelines, the content will be removed at the discretion of the President or Administrative Vice-President.
- 2.7 All posts must be approved by the President or Administrative Vice-President before publication

### **3. Content Guidelines**

- 3.1 No content posted on the Executive Managed Social Media shall:
  - 3.1.1 Bring the association or executive into disrepute;
  - 3.1.2 Be inconsistent with the strategic direction of the association;
  - 3.1.3 Criticise the decisions made by the Association;
  - 3.1.4 Take a stance in support of a particular political party, ideology, politician or candidate
- 3.2 Interpretation of these guidelines shall be at the discretion of the:
  - 3.2.1 President;
  - 3.2.2 Administrative Vice-President;
- 3.3 At their discretion, the Administrative Vice-President may introduce further guidelines including, but not limited to:
  - 3.3.1 Templates;
  - 3.3.2 Themes
  - 3.3.3 Scheduling restrictions