

Updated as of September 2018

1. Objectives

The SRC's use of social media will aim to:

- a. Engage with University of Adelaide students
- b. promote the SRC's services, events and campaigns
- c. provide immediate answers to questions and correct misinformation
- d. communicate key decisions and rationale
- e. seek feedback and input about plans, strategies and other key documents
- f. quickly and simply convey vital information in times of emergency
- g. advocate on important issues.

2. Social Media Platforms

a. The SRC has accounts on the following social media platforms:

- Facebook
- Newsletter
- Twitter
- Instagram

b. Accounts on other social media platforms may also be developed if there is an identifiable benefit to engagement.

3. Content Management

a. Administrators for all social media accounts should be, at the minimum, the SRC Administrator, the President and the General Secretary.

b. The President shall create a process for council members to express their interest in being involved with the maintenance of the SRC's social media accounts.

c. The President may allow for a maximum of two Council members to assist with the maintenance of social media accounts.

d. These Council members will be given the status of "guest" on the SRC Facebook Page.

e. The President, General Secretary and chosen Council member/s shall frequently discuss and plan content creation, content strategy and key messages to be disseminated.

f. The President shall decide the duties of the chosen Council member/s.

g. All student representatives chosen shall receive social media training. The SRC President will liaise

with the AUU Marketing and Communications Manager to facilitate this training.

3. Content

- a. The SRC's social media accounts should be used to provide information about the SRC's events, campaigns and services. As well as this, to keep students updated with issues that concern them.
- b. Content posted on SRC social media accounts must be within the objectives of the organisation and in line with previous stances taken by the SRC.
- c. Any SRC Member may submit content for publication.

4. SRC Facebook Page Basic Guidelines

- a. The SRC Facebook page should be treated as the centre of the SRC's interactions on social media.
- a. The SRC Facebook page must be organised in a way for students to easily access SRC services, events and current campaigns.
- b. The Facebook page should primarily contain links directly to other social media accounts and website. The page should serve as a service desk for students who use Facebook as their primary information source.
- c. SRC branding must be placed prominently on the page.
- d. Facebook administrators shall post content at least twice a week.
- e. Facebook administrators will actively monitor the page and all comments and messages must be responded to within 24 hours.

5. Twitter Guidelines

- a. SRC branding must be placed prominently on the page
- a. Twitter administrators shall post content at least once a day, including weekends.
- b. Consecutive tweets must be spaced by at least one hour.
- c. Twitter administrators shall create a schedule of best times to post content.

6. Instagram Guidelines

- a. SRC branding must be placed prominently on the page
- b. Instagram content should be concerned only with SRC events, campaigns and services. There is no minimum amount of content to be posted per week.
- c. Instagram administrators may utilize Instagram stories to post content of events
- d. Content should be aesthetically pleasing and of a high quality.

7. SRC Newsletter

- a. The template of the SRC Newsletter is available on Mail Chimp.
- b. The newsletter is to be distributed via Mail Chimp.
- c. Newsletter should be short and informative. Content typically includes a featured SRC Member, SRC President Column, recommended reading list, and campaign and event announcements.
- d. The SRC Newsletter is to be published monthly.
- e. The General Secretary is responsible for publishing the Newsletter.

7. Content Removal

- a. The SRC reserves the right to remove inappropriate content, and block the user from the social media site.
- b. The following content is not permitted and will be removed from SRC social media sites:
 - Profane language or content
 - Sexual content or links to sexual content excluding material relating to sexual health
 - Content that promotes, fosters or perpetuates discrimination on the basis of race, colour, age, religion, gender, marital status, national origin, physical or mental disability or sexual orientation
 - Copyright or ownership protected materials
 - Content not relating to the subject matter of the social media site
 - Material designed to encourage or conduct illegal activities
 - Spam

8. Review of Social Media Engagement

- a) The President, General Secretary and chosen administrators will provide two, six monthly reports to Council outlining the levels of engagement over the six month period. The reports will ultimately seek to identify areas of improvement.
- b) These reports must also be provided to the AUU's Marketing and Communications Manager.