

ECP: COMMUNICATIONS-005 ASUCSD SOCIAL MEDIA POLICY

Effective Date: January 28th, 2025

Responsible Official/Body: Chief Communications Officer (CCO)/ Office of Communications.

Authorizing clause of Bylaws/Constitution:

- I. ASUCSD Constitution Article II-A § 3(F)(e): *Develop and implement policies which facilitate communications, marketing, public relations and branding for the Association consistent with the Standing Rules.*
- II. ASUCSD Standing Rules Title V: Communication Procedures & Policies

Scope: All social media platforms (Instagram, X {formerly Twitter}, Facebook, TikTok, etc.), and it applies to all Association entities, unless stated otherwise within the policy.

Summary: This Executive Communication Policy (ECP) lays out the policies for the visual branding on all ASUCSD Instagrams, along with protocol with policies that are violated.

Purpose: To ensure consistent brand identity among ASUCSD official social media platforms (such as Instagram), in order to uphold our mission and values.

SECTION 1 | External Impact Policies

1. All Offices, Senators, and Commissions, within ASUCSD must follow the outlined policies in this document.
 - 1.1. However only two offices are granted an exception based on the bylaws, unless stated otherwise.
 - 1.1.1. The Office of College Affairs (OCA) shall be exempt from the policies below.
 - 1.1.2. The Office of Concerts and Events (ASCE) shall be exempt from the policies below.
2. No ASUCSD entity or partnering organization (Student Organizations, UC San Diego department, outside campus organization, etc.) shall tamper with the ASUCSD logos.
 - 2.1. This includes but is not limited to the following:
 - 2.1.1. Changing the color or adding a color.
 - 2.1.2. Changing any physical aspects of the logo.

- 2.2. Only use of the black and white, along with the colored variant of the logo shall be permitted.
 - 2.2.1. White and black variants of the logo can be used to bring other colors, that aren't part of the brand, into the logo (refer to the brand guide for a visual representation).
3. Only the official logo and sub-logos, and no alternative logos, shall be used for social media profile images.
 - 3.1. No ASUCSD branding (i.e. logos) shall be used on personal Instagram accounts (e.g. accounts that are not official ASUCSD accounts).
4. All content (graphics, videos, photos) produced and posted on any of the ASUCSD social media platforms shall:
 - 4.1. Include the official logo and/or applicable sub-logo(s).
 - 4.2. Include the name of the office(s) hosting/sponsoring the event/program/initiative.
 - 4.3. Maintain the brand integrity of ASUCSD by not altering the color of any logos or physical appearance.
5. All non-ASUCSD Instagram accounts that utilize ASUCSD brand (i.e. logos) must use the sub-logo of the office which they are partnering and collaborating with.
 - 5.1. In the case of the Office of Student Organizations:
 - 5.1.1. All Student Organizations that are required (by the AVP of Student Organizations) to use the ASUCSD brand must use the sub-logo of the Office of Student Organizations and not the general ASUCSD logo.
6. All social media platform accounts that would like to collaborate on social media content that aren't directly in partnership with ASUCSD, must include the general ASUCSD logo.
7. All video content created on any ASUCSD social media accounts must contain closed captions, in which an individual or more than one person is speaking.
8. All ASUCSD social media accounts must use handles/usernames which follow the formula: [Associated Students of UC San Diego] or [ASUCSD] and [Association entity name] or [Association entity abbreviation];
 - 8.1. It should look like one of the following formatting examples:
 - 8.1.1. Associated Students of UC San Diego, Office of the President.
 - 8.1.2. Associated Students of UC San Diego, ASOP
 - 8.1.3. ASUCSD Office of the President.

- 8.1.4. ASUCSD ASOP.
- 8.2. All abbreviations for the offices should look like the following:
 - 8.2.1. ASOP (A.S. Office of the President).
 - 8.2.2. ASO EVP (A.S. Office of the Executive Vice President)
 - 8.2.3. ASVPAA (A.S. Office of the VP of Academic Affairs or Academic Affairs)
 - 8.2.4. ASVPEA (A.S. Office of the VP of External Affairs or External Affairs)
 - 8.2.5. ASOFR (A.S. Office of Finance & Resources or Finance & Resources)
 - 8.2.6. ASPA (A.S. Office of Personnel Affairs or Personnel Affairs)
 - 8.2.7. ASOC (A.S. Office of Communications or Communications)
 - 8.2.8. ASOCA (A.S. Office of College Affairs or College Affairs)
 - 8.2.9. ASFH (A.S. Office of Food & Housing or Food & Housing)
 - 8.2.10. ASOTNT (A.S. Office of Transportation & Transformation or Transportation & Transformation)
 - 8.2.11. ASEDI (A.S. Office of Equity, Diversity, & Inclusion or EDI)
 - 8.2.12. ASEJA (A.S. Office of Environmental Justice Affairs or EJA)
 - 8.2.13. ASHW (A.S. Office of Health & Well-Being or Health & Well-Being)
 - 8.2.14. ASLA (A.S. Office of Local Affairs or Local Affairs)
 - 8.2.15. ASOSTA (A.S. Office of Student Advocacy or Student Advocacy)
 - 8.2.16. ASSO (A.S. Office of Student Organizations or Student Organizations)
 - 8.2.17. ASES (A.S. Office of Enterprise & Services or Enterprise & Services)
 - 8.2.18. ASOSA (A.S. Office of Spirit & Athletics or Spirit & Athletics)
- 8.3. The Office of Concerts and Events (ASCE) shall be exempt from this policy based on the bylaws.

SECTION 2 | Violation

In the case of any violations of these policies, the following steps will be taken by the Chief Communications Officer.

1. Internal ASUCSD Violation Process

- 1.1. A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) requesting a take down of the social media content found to be in violation of these policies, within a 48 hour time limit once the email is sent.
 - 1.1.1. If they do comply, within the 48 hour time limit, they may re-upload the content once it adheres to these policies.

- 1.1.1.1. Given they receive written email approval by the Chief Communications Officer.
 - 1.1.2. If they do not comply within the 48 hour time limit.
 - 1.1.2.1. The Chief Communications Officer will file a grievance to the Judicial Board.
2. External ASUCSD Violation Process
 - 2.1. A warning email and/or social media platform message requesting a take down the social media content found to be in violation of these policies, within a 48 hour time limit once the either an email or social media platform message is sent.
 - 2.1.1. If they do comply, they may re-upload the content once it adheres to these policies.
 - 2.1.1.1. Given they receive written approval by the Chief Communications Officer.
 - 2.1.2. If they do not comply within the 48 hour time limit.
 - 2.1.2.1. The Chief Communications Officer will request the social media platform, that contains the content in violation, to take down the post because it is stealing and misusing ASUCSD's brand.

SECTION 3 | Procedural Policies

1. The main Association Instagram (asucsd) shall be subject to the following:
 - 1.1. Collaboration posts can only occur with entities within the Association (such as but not limited to: Offices, Commissions, Services, Auxiliaries).
 - 1.1.1. Any expectations can only be made at the discretion of the Chief Communications Officer, given reasonable cause.
 - 1.1.2. Collaboration posts may be limited ahead of major ASUCSD events or campaigns.
 - 1.2. Story reposts can be and should be made regularly with all social media accounts that are part of the Association.
 - 1.2.1. They can also be made with any campus partners and/or student groups at the discretion of the Chief Communications Officer.
 - 1.2.2. Every reel or video content should conclude a graphic image of a solid color background with the official colored logo centered on the graphic.
 - 1.2.2.1. Unless granted an exemption by the Chief Communications Officer.
2. Any violations of the policies within Section 2 can result in the suspension or permanent ban of anyone with direct access to any ASUCSD social media accounts at the discretion of the Chief Communications Officer.



*ANY AND ALL QUESTIONS SHOULD BE DIRECTED TO THE
CHIEF COMMUNICATIONS OFFICER*

This document may be edited at the discretion of the Chief Communications Officer (CCO) at any time but in doing so the CCO must inform the Association through both Slack and email, in order for the updated policy to take into effect, and no policy may be applied retroactively to any given circumstance or situation. Afterwards, the CCO must also at the next most immediate Senate and Cabinet or Assembly meeting make note (e.g. inform everyone in attendance) of the updated policy. This policy has no expiration.

