



Updated: July 14, 2021

## **Communications Policy**

L'Association Étudiante du Collège Glendon  
Glendon College Student Union

*L'association Étudiante Collège Glendon | Glendon College Student Union*

**LOCAL 93 - CANADIAN FEDERATION OF STUDENTS**

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## **Vision**

The GCSU strives to promote all events and initiatives hosted by council members, Glendon clubs, organizations, constituents, and administration, as well as other external partners. Uniformed posters are created mostly in the colours blue, white and gold. The GCSU maintains a social media presence by posting content on a weekly basis at minimum, and by engaging the community through interactive promotions.

## **Purpose**

The purpose of this policy is to ensure the GCSU's internal and external communications are well coordinated, effectively managed and responsive to the needs of all council members, constituents, clubs, organizations, Glendon administration, and external partners.

## **Application**

This policy will regulate the promotion and creation of content for all student members of Glendon College. The responsibility for implementing this policy, and for ensuring its compliance among all members of the GCSU rests with the Vice President Communications, the Officer(s) of Promotion and the President.

## **Policy Statement**

Through the use of all communications channels at its disposal, the GCSU will aim to share

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sponsored events, initiatives, policies and announcements to its constituents with the intention of enhancing its profile, visibility, reach, and maximising engagement.

### **Policy Ownership**

Effective communications are critical to the fulfilment of the Vice President Communications' and the Officer(s) of Promotion's mandates. Constitutionally, they are responsible for handling all GCSU communications. This consists of publicising the following through all available mediums: events, elections, initiatives, policies, statements and announcements sponsored by the GCSU. Additionally, the Vice President Communications and the Officer(s) of Promotion are responsible for monitoring all of the GCSU's primary online accounts and for enforcing the *Communications* and *Poster Policy*.

### **Branding**

The GCSU's reputation, or brand, is mainly determined by the quality of the services it delivers to the public. The GCSU's logo and visual identity, and colour scheme are key elements to its brand. The logo and visual identity must be applied to all communications content.

To ensure uniformity and recognizability of all GCSU communications, all posters will be created, and all written and audio visual content uploaded by the Vice President Communications and the Officer(s) of Promotion. Council members should refer to whatever document the Vice President Communications, the Officer(s) of Promotion and the President draft and circulate within Council for more information as to how this is done.

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## **Collaborations**

To ensure that all student organizations are well represented, the Vice President Communications and the Officer(s) of Promotion will work actively with constituents, clubs, organizations, Glendon administration, and external partners to share and promote events and initiatives relevant to the Glendon student body.

## **Social Media**

The regulation of all social media platforms held by other Council members all fall under the mandate of the Vice President Communications and the Officer(s) of Promotion. Therefore, before content is released for distribution, it must be reviewed and approved by the Vice President Communications, the Officer(s) of Promotion, and the President.

All Council members will have the freedom to administer their own social platforms and accounts affiliated with their position. However, before a council member posts content on said platform and affiliated account(s) they must follow the following criteria:

- All posters created must use the template that is given by the Vice President Communications and the Officer(s) of Promotions
- All posters/posts must be bilingual
- All visual content must adhere to the *Poster Policy*

## **Shares**

Promotions are to be shared directly from the GCSU Twitter, Instagram, Facebook, and other

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sources of social media platforms to increase the reach and engagement on social media pages. We encourage council members to refrain from posting promotional material on their personal accounts in lieu of sharing it from the GCSU account. In order for promotional material to be shared from other campus partners, clubs, student organizations, and external partners, their material must align with this Communication Policy.

### **Promotional Calendar**

To ensure the creation of posters and the publication of posts members of council must update the promotional calendar with initiatives and events. It is the responsibility of the executive team to notify Vice President Communications on updates that are made.

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