

Policy Title	ASA Social Media Policy
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ASA Social Media Policy

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1. Purpose

The purpose of the Social Media policy is to encourage the engagement of the educational, cultural, wellbeing and social life of internally enrolled students at Massey University's Auckland Campus, through the strategic use of online social media platforms.

This policy shall prescribe the way the Association will operate, maintain, and organise its social media platforms.

2. Access and Security

A minimum of three persons (social media team) must have access to each social media platform. This shall include the president and general manager. Access can be granted to other persons upon the joint written permission of the president and general manager.

Passwords to social media accounts are to be changed after each year.

3. Authority

Authority to post and share material lie with the:

- Association's media spokesperson (ASA president)
- general manager

Authority to message on social media lies with the

- Association's media spokesperson (ASA president)
- general manager

Authority can be delegated to other persons upon the joint written permission of the president and general manager.

4. Posts

Those with authority (section 3) must ensure content is factually correct and should be mindful of ensuring they do not bring the Association into disrepute.

If uncertain about a post, consult with the president and or the general manager.

5. Priority and Scheduling

Responsibility of managing the marketing process lies with the

- Engagement Officer
- President
- General Manager

Scheduling of posts shall be the under the operational management of the social media team.

6. Design

Content should all represent a similar design which is consistent and aligns with the branding and image of the Association.