OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)
14 – 16 October 2016

SOCIAL MEDIA GUIDELINES

The CEC is asked to:-

i) **discuss** the questions outlined below.

ii) **invite** 5 volunteers to form a social media working group, who will develop a new set of social media guidelines.

Background

Social media plays a significant role in how we reach and communicate with students. The office-run accounts are working well and continue to be the central hub of our activity on social media. However, we think that a new set of guidelines is needed for student representatives and affiliated groups who are interested in using social media to promote who they are and what they’re doing, so the wider impact of the Association can be seen.

Since the current guidelines were approved by the CEC in March 2015, there have been many changes to the how the Association is structured, our future direction and the makeup of the CEC. This will need to be considered when thinking about the new guidelines.

Discussion

As social media overlaps into many different areas of the Association and our work, we are keen to take on board feedback from the CEC, in particular:

1. How do student reps want to use social media?
2. What type of information should we encourage reps to share?
3. Facebook: should affiliated groups and pages decide their own privacy level?
4. Facebook: Personal Profiles vs Pages vs Groups – which one to use?
5. How should we manage the transition of accounts when people move on? (should VP Communication be a permanent member of the admin team, and/or keep a record of usernames and passwords for Twitter, Instagram, etc.).
Implementation Plan

Following this discussion, we propose that a social media working group is created to draft a new set of guidelines, which will then be presented at the next CEC meeting in January. The group will meet online, either on the VLE forums, OU Live or Skype.

We are looking for around 5 CEC members to help with this process, which will be supported by the social media team in the office and led by Vice President Communications.

In the interim, please continue to seek advice from the Digital Communications team if you are interested in creating a new social media account and for branding guidelines. The social media ‘how to’ guide provided by Lovegood Digital Creations is a good place to start for an overview of setting up an account.

Rachel Hughes  
Vice President Communications