



## AMERICAN UNIVERSITY STUDENT GOVERNMENT

### *The Communications Policy Book*

The Communications Policy Book is written in accordance with the Bylaws of Student Government to provide clarity and continuity to Student Government communications protocol under the Secretary and the Secretary's cabinet. As per the American University Student Government (AUSG) Constitution, the Secretary is charged with the daily operations of the Student Government—with duties ranging from updating the AUSG website to managing all AUSG social media accounts. Furthermore, the Secretary is charged with oversight of communications, which are detailed in the Secretary's Cabinet communication guidelines below. As per the Student Government Bylaws, these rules are binding on Student Government members.

## ARTICLE IV. THE SECRETARY

### Section 1. Duties, Powers, and Responsibilities of the Secretary

#### Subsection i. Chief of communications and operations

- The Secretary shall be responsible for administering the communications of Student Government, including the Student Government website and social media. Within the 2022-2023 AY Secretary's Cabinet, the Deputy Secretary of Publicity and the Deputy Secretary of Outreach along with the Secretary, will be charged with managing the official AUSG Twitter and Instagram accounts. For the 2022-2023 AY, with the creation of the Chief of Operations position within the President's Cabinet, the Chief of Operations will be in charge of any 25Live requests for AUSG. The Secretary shall take office on May 1 after their election. The Secretary may represent Student Government on any University body related to communications.

#### Subsection ii. Creation of positions



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- The Secretary shall be empowered to create any position they deem useful to the execution of their duties. For the 2022-2023 AY, the Secretary's Cabinet has two paid positions: the Deputy Secretary of Publicity and the Deputy Secretary of Outreach. Any appointments made by the Secretary shall require approval by the Undergraduate Senate if they receive a stipend or control Student Government funds. These appointments shall expire on May 1st at midnight. The Secretary-Elect, upon the certification of the election results, shall be able to appoint positions that require approval of the Senate before they take office. The appointments shall take effect once the appointer has taken office.

#### **Subsection iii. Directory**

- The Secretary shall maintain a directory of all members of Student Government, listing their positions and official contact information. The 2022-2023 AY Directory, with the inclusion of recently accepted First-Year Fellows. The Directory will be linked to the website.
- The Secretary shall maintain the Directory for office hours of all student leaders and representatives that will be linked to the website.



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The Secretary's Cabinet wants to ensure the success of the American University Student Government (AUSG) in any capacity possible—from email blasts to social media posts to website updates. However, this can only be accomplished through a timely and orderly fashion in which the Secretary's Cabinet is aware of the planned event well in advance. This gives the Cabinet time to update its internal marketing calendar, schedule social media posts, and coordinate with the appropriate person(s). If these conditions are not met, the Secretary's cabinet cannot ensure that it will be able to promote your content or event on time.

1. When launching a large event (100+ expected attendance) that requires promotion on official AUSG channels (including, but not limited to, the AUSG Facebook, AUSG Twitter, AUSG Instagram, monthly email blasts), **inform the Secretary's Cabinet at least 21 days prior** to draft emails, social media posts, etc. that will be approved by the appropriate parties.
2. When launching a small event (<100 expected attendance) that requires promotion on official AUSG channels (including, but not limited to, the AUSG Facebook, AUSG Twitter, AUSG Instagram, monthly email blasts), **inform the Secretary's Cabinet at least 14 days prior** to draft emails, social media posts, etc. that will be approved by the appropriate parties.
3. When requesting information to be included in monthly email blasts, inform the Secretary's Cabinet **at least seven days prior** to the first of every month (i.e. if you have an event on September 21, in order to be included in the September email blast the information must be sent **7 days** before September 1st). These dates are set and limited in order to maintain a high level of email engagement and prevent students from unsubscribing. If the event is exceptionally significant (Founders' Ball, Wonk of the Year, etc.) then another consecutive email blasts may be sent **at the sole discretion of** the Secretary.
4. When requesting graphics, inform the Secretary's Cabinet **at least seven days** prior



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to the scheduled date of the graphic promotion. In order to request a graphic, a form must be submitted. The link to the form will be on the AUSG linktree located on the official AUSG Twitter and Instagram accounts and on the website. Graphic requests will be reviewed through the form.

Starting at the beginning of the 2022-2023 AY SecfCab will design all posts shared on official AUSG social media. If your organization still wishes to design its own graphic and have it posted on AUSG social media platforms, the graphic must be shared by email ([secretary@ausg.org](mailto:secretary@ausg.org)) with the original graphic attached and SecCab has sole discretion on whether or not to make any design changes that are deemed necessary to maintain consistency on all AUSG platforms. The request to repost a completed graphic (as a story) that has already been posted on social media can occur on the same day but will require the post being shared via dm (If it is a repost request for a story, AUSG must be @ ,which you can shrink it so that it's invisible, we will not repost screenshots).

5. When launching a social media campaign, inform the Secretary's Cabinet **at least 14 days prior** to the scheduled date to create content to support the campaign on official AUSG channels. Provide information such as a description, graphic, image, time, and date you wish to post.

7. When requesting changes to the AUSG website or Campus Labs (i.e. Cabinet applications, revised contact information, photos etc.) inform the Secretary's Cabinet **at least 7 days prior** to the scheduled date. For applications, provide information for an introductory page, general questions, and position-specific questions if necessary. In addition, provide the scheduled start and end date/time of the application. **SecCab needs to be informed at the same time if there is to be promotion of the application.**

8. When requesting funding from the DOPAR budget (including, but not limited to, website expenses), inform the Secretary's Cabinet **at least 14 days prior** to the scheduled purchase to ensure sufficient funds. Copy the Comptroller ([comptroller@ausg.org](mailto:comptroller@ausg.org)) to the email as well.

9. When requesting administrative changes (including, but not limited to, creating



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emails, resetting passwords, updating email groups/listservs), inform the Secretary **at least three days prior** to the scheduled date. The Speaker of the Undergraduate Senate, Judicial, and the Executive Branch must provide a list for all active AUSG members within their respective parties with their full name and American University email address to the Secretary.

10. Moving forward all 25Live scheduling requests can be forwarded to the Chief of Operations in the President's Cabinet.

11. AUSG emails will be suspended 3 months after inactive members leave AUSG or are removed from office. This is to ensure only active members receive confidential information regarding AUSG. In addition, AUSG emails will be deleted 3 months after students graduate. The purpose of AUSG emails is for student government leaders and representatives to only conduct AUSG business in their official capacity.

12. The AUSG monthly email blasts shall only contain AUSG related information and content such as but not limited to programming, statements, surveys, etc. The information and content of the monthly email blasts is at the **sole discretion of the Secretary**.

13. The Speaker and the Speaker's Cabinet has **14 days** to share the Undergraduate Senate information with updated documents, bills, and legislation to the Secretary.

14. The Secretary's Cabinet will be charged with maintaining the linktree placed on all of the official AUSG Twitter and Instagram accounts. The content and information on the linktree is at the discretion of the Secretary and the Secretary's Cabinet. When requesting to add a link to the linktree for a programming event, applications, surveys, elections, etc, inform SecCab **at least 3 days prior** to the scheduled date.

15. All official AUSG documents must have the new 2022-2023 AUSG seal serving as a header.



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16. It is at the **sole discretion of the Secretary** whether or not any submitted communication requests go out to the student body.

### **SecCab hours of operation:**

Monday: 9AM-9PM

Tuesday: 9AM-9PM

Wednesday: 9AM-9PM

Thursday: 9AM-9PM

Friday: 9AM-9PM

Saturday: 9AM-9PM

\*Sunday: OFF

\*No social media posts/communication will go out Sunday

These guidelines apply to all AUSG and student organizations—CASE, Senate, Class/School Councils, etc. Informing the Secretary and the Secretary’s Cabinet means emailing [secretary@ausg.org](mailto:secretary@ausg.org). Expect a reply within three business days.

If you do not meet these guidelines, I cannot ensure that I will be able to promote your content/event on time.

All the best,

Coleman Maxwell  
Secretary of American University Student Government

*Last Updated: August 21, 2022  
By: Coleman Maxwell, Secretary*



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