

UTSSA Policy

1. PRELIMINARY

1.1. Enforceability of Policy

1.1.1. Policies will come into effect immediately following their approval by SRC, unless specified otherwise.

1.1.2. If any approved policy conflicts with existing obligations under the UTSSA Constitution, By-Laws or Standing Orders, the policy will be invalid to the extent of that conflict and the obligations under the Constitution, By-Laws or Standing Orders will prevail.

1.1.3. Disputes over the interpretation of policy can be referred to the Policy Review Committee in accordance with section 14.3 of the UTSSA Constitution.

1.2. Development of Policy

When developing policy, the following criteria should be met.

1.2.1. The policy must comply with the UTSSA Constitution, By-Laws and Standing Orders.

1.2.2. The policy must be sufficiently specific and non-vague as to be enacted.

1.2.3. The policy must comply with the legal and regulatory obligations of the UTSSA.

1.2.4. The policy must ensure sufficient autonomy for collectives as to ensure creative freedom within their roles.

1.2.5. The policy must define ambiguous terms and terms that require specialised knowledge to understand.

2. COMMUNICATIONS

2.1. OBJECTS OF THE POLICY

The communication policy aims to establish guidelines for effective, transparent, and consistent communication both internally and externally within the Association. Clear

communication fosters understanding, collaboration, and promotes the objectives of the Association. The protection of privacy and confidentiality remain critical within the implementation of this policy.

2.2. EXTERNAL COMMUNICATION

Policy under 2.2 applies to all external communication. External communication, within the context of this policy, refers to the exchange of information, messages, or interactions that occur when Student Representatives and Staff of the Association, acting in their role within the Association, communicate with individuals or entities outside of its immediate structure. This includes communications with other UTS stakeholders.

- 2.2.1 Student Representatives and Staff of the Association should ensure accuracy, clarity, and relevance in all communications, regardless of the recipient.
- 2.2.2 Only authorised spokespersons may represent the Association in public media interactions. Authorised spokespersons will be those approved by the Executive Officer or President on a case-by-case basis, as public media interactions arise.
- 2.2.3 Office Bearers representing their Collective shall have the authority to represent their respective Collectives regarding specific areas or issues that fall under their purview or expertise, however are reminded of their duties to the Association under Schedule 2 of the UTSSA By-Laws. Before engaging with the media, Office Bearers are encouraged to coordinate with other relevant stakeholders within the Association including the President.
- 2.2.4 Office Bearers and members of the Executive are strongly encouraged to use their Association email addresses for all external communication to facilitate easy retrieval of information and to ensure progress threads are kept.
- 2.2.5 The UTS Students' Association Partnerships Policy Form is to be completed upon being presented with an opportunity or partnership to the Students' Association. This policy establishes a framework to assess if there is a genuine benefit to the student community and if the partnership provides mutually beneficial outcomes.

2.3. INTERNAL COMMUNICATION

Policy under 2.3 applies to all internal communication. Internal communication, within the context of this policy, refers to the exchange of information, messages, or interactions that occur when Student Representatives and Staff of the Association,

acting in their role within the Association, communicate with other Student Representatives and Staff of the Association.

- 2.3.1 All emails exchanged within the Students' Association should maintain a professional tone and language. Address the recipient using "Dear [Insert Name]", and avoid using slang, abbreviations or informal language that does not appropriately represent the UTSSA.
- 2.3.2 Student Representatives and Staff of the Association should ensure a timely dissemination of information regarding meetings, events and other forms of correspondence.
- 2.3.3 Student Representatives and Staff of the Association should use their Association email addresses for formal communication. Instant messaging platforms should not be relied upon for official announcements or important tasks.
- 2.3.4 Student Representatives and Staff of the Association should exercise discretion when discussing sensitive matters via email and avoid forwarding emails without proper authorisation.
- 2.3.5 Student Representatives and Staff of the Association should refrain from contacting fellow members outside of work hours unless deemed necessary and/or urgent.
- 2.3.6 All forms of communication must also follow the Association Code of Conduct contained in Schedule 1 of the UTSSA By-Laws. Student Representatives and Staff must ensure professional courtesy and respect is used in all face-to-face and written communication, including during SRC meetings.

2.4. SOCIAL MEDIA

UTS Students' Association (UTSSA) encourages its Student Representatives, Staff and affiliates to participate in social media in ways that demonstrate respect for the dignity of all human beings; and do not bring the UTSSA into disrepute or imply UTSSA endorsement of personal views.

Social media, within the context of this policy, refers to the sites, tools, channels and platforms used to publish user-generated content and promote social connections and conversations. The UTSSA embraces the use of social media by staff, student representatives and affiliates to connect with each other and a broader community of researchers, business partners, alumni, supporters and colleagues as an important tool of academic, community and business engagement.

- 2.4.1 It is expected that all Student Representatives and Staff who contribute to the Association's social media familiarise themselves with this policy and related

guidelines; and will act responsibly in references to UTSSA in their online activities.

- 2.4.2. Policy under 2.4 should be consulted in conjunction with other policies, including: the Code of Conduct for All Staff; Student Conduct and Discipline Policy; Acceptable Use of IT; Email Messaging Policy and the Privacy Statement.
- 2.4.3 Personal, academic and professional use of social media by UTSSA Student Representatives, Staff and affiliates must not:
 - a. Bring UTSSA into disrepute;
 - b. Compromise the effectiveness of the UTSSA;
 - c. Defame individuals or organisations;
 - d. Imply endorsement of personal views;
 - e. Disclose, without authorisation, confidential information;
- 2.4.4 Consult the UTSSA Visual Identity Guidelines to inform the design of all material disseminated under the UTSSA. This includes guidance on:
 - a. Graphics
 - b. Colour palette
 - c. Typography
 - d. Tone of Voice
 - e. Photography
 - f. Communication Structure
- 2.4.5. A breach of this policy will be dealt with in accordance with the Code of Conduct for All Staff policy and Student Conduct and Discipline Policy and may lead to disciplinary action. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by UTSSA or concerned third parties.

2.5. MEDIA RELATIONS

Policy under 2.5 is intended to provide Student Representatives and Staff guidance on interaction with members of the media. The contents of this media policy is designed to ensure that any comments made to the media are consistent, in accordance with this policy, and do not breach any UTSSA requirements.

- 2.5.1 The Marketing Manager is responsible for managing all liaison between staff and the media. In particular, this includes the management of media inquiries from media outlets, media releases and the handling of major announcements.

- 2.5.2 Any media inquiry - whether seeking comment, information, permission to take a photograph/ produce an audio or video recording of staff and/or SRC members - should be directed to the Marketing Manager and/or President.
- 2.5.3 All UTSSA representatives are authorised to provide to the media basic, publicly available information on matters of a general nature, such as:
- a. Office location and opening hours
 - b. Services provided by the UTSSA e.g. advocacy, peer tutoring, Bluebird and Night Owl, legal services etc.
 - c. Copies of UTSSA publications such as the Student Handbook, promotional material and the Vertigo magazine.

Note: only provide such factual information and avoid making any comment or opinion.

- 2.5.4 Only the President is authorised to make official comments to the media on behalf of the UTSSA about sensitive or contentious issues, issues of a political nature, or issues relating to funding or management. This is a delegable duty.
- 2.5.6 If an article or report appears in the media containing an inaccurate quote from the UTSSA, the President will determine the appropriate response. If staff become aware of any such errors they should bring them to the attention of the Marketing Manager who will inform the President and advise on the appropriate response.
- 2.5.7 The social media platforms of the UTSSA are run by the President, Marketing Manager and Assistant General Secretary.
- 2.5.8 Student Representatives and Staff should not refer to their position, or wear/carry anything that identifies them as a member of the UTSSA when expressing an opinion or participating in a public debate, in a private capacity.

2.6. MARKETING AND EVENTS

Policy under 2.6 is intended to ensure that the UTSSA's extensive and diverse marketing communications are strategically sound and well planned. This policy is consistent with the Marketing and Events Approval Process and works to ensure that the Associations communications:

- a. Are using SSAF funds prudently.
- b. Are strategically sound and have clear objectives.
- c. Utilise mediums that can reach the target audience efficiently.
- d. Have adequate budgets that can achieve the desired outcomes.
- e. Have appropriate and measurable evaluation methods in place, prior to activity launch.

- f. Comply with all guidelines and policies.
 - g. Are approved by the President, prior to release into both the public and student domain.
- 2.6.1 For all campaigns and events, refer to the marketing briefing form to establish the key objectives and deliverables of the project.
 - 2.6.2 If required, Student Representatives need to book a meeting with the Marketing Manager at least 20 days before the event date regarding items such as banners, flyers and posters.
 - 2.6.3 Student Representatives and Staff are conscious of lead-time and will create a diligently planned timeline to cater for a two-week turn around for printing.
 - 2.6.4 For all events estimated to cost over \$200, Officer Bearers and members of the Executive must establish a comprehensive budget that is to be presented and approved by the SRC before booking or promoting the activity.

(Implemented by UTSSA Student Representative Council as of 24/04/2024)