

# ***Executive Social Media Policy***

Category: Executive

Version 2

First ratified June 2023

Last ratified July 2025

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## **1. Purpose**

- 1.1. This policy sets out the guidelines for the usage of OUSA Executive run social media accounts. This includes, the OUSA Exec Instagram account and any further social media accounts created in the future for explicit use and management by the OUSA Executive.
- 1.2. These guidelines exist to ensure that the OUSA Executive social media accounts can remain in perpetuity, have clear ownership and direction, and ensure that the content on them is reflective of the executive and wider association.
- 1.3. Nothing in the policy controls or dictates the content on the wider OUSA social media managed by the OUSA marketing and communications team. The policy is specifically for content managed by OUSA Executive members.

## **2. Interpretation**

- 2.1. In this policy, unless the context otherwise requires:
  - 2.1.1. Social Media means the OUSA Executive Managed Social Media;
  - 2.1.2. Association means the Otago University Students' Association;
  - 2.1.3. Executive Officer means a member of the OUSA Executive

## **3. Access**

- 3.1. The Administrative Vice-President is in charge of maintaining the Executive Social Media
- 3.2. The President and Administrative Vice-President shall have permanent access to any executive managed social media
- 3.3. Any Executive Officer may have access to the Executive Social Media for restricted use.
- 3.4. An Executive officer who wishes to gain access to the social media shall ask the Administrative Vice-President for access
  - 3.4.1. Access will be at the discretion of the Administrative Vice-President and shall be made on the basis of demonstrated need for restricted access.
- 3.5. One-off posts by executive members without access to the social media shall be sent to the Administrative Vice President to post.

- 3.6. If an executive member is found to make a post in breach of the content guidelines, the content will be removed at the discretion of the President or Administrative Vice-President.
- 3.7. All posts must be approved by the President or Administrative Vice-President before publication.

#### **4. Content Guidelines**

- 4.1. No content posted on the social media shall:
  - 4.1.1. Bring the association or executive into disrepute;
  - 4.1.2. Be inconsistent with the strategic direction of the association
  - 4.1.3. Take a stance in support of a particular political party, ideology, politician, or candidate;
  - 4.1.4. Be potentially harmful to the members of the Association;
  - 4.1.5. Be misleading, false, or injure the reputation of another person
- 4.2. Interpretation of the guidelines shall be at the discretion of the:
  - 4.2.1. President;
  - 4.2.2. Administrative Vice-President.
- 4.3. At their discretion, the Administrative Vice-President may introduce further guidelines including, but not limited to:
  - 4.3.1. Templates;
  - 4.3.2. Themes;
  - 4.3.3. Scheduling restrictions.

#### **5. Role Based Social Media Presence**

- 5.1. Executive Members are able to have and maintain their own personal social media for the position they are in.
- 5.2. The personal social media is not used to officially represent OUSA.
- 5.3. Executive Members should make it clear when expressing personal opinions that they are not speaking on behalf of the organisation.
- 5.4. Executive Members must not post, disclose, or comment on any confidential information from OUSA.
- 5.5. Posting content that misrepresents the organisation's values, operations, or decisions must be avoided.
- 5.6. Must be made clear when posting in a personal capacity.