

SENATE BILL
[NUMBER -*SB-F21-009*]

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SPONSOR(S)	
TITLE	Amending Chapter LV:ASUCR Social Media Guidelines

BACKGROUND

This senate bill acts as a disclaimer that any opinion and statements being made in any ASUCR media account does not reflect the opinions of the University of California, Riverside in its entirety.

CHAPTER LV

ASUCR Social Media Guidelines

Section 1.

Purpose – With the growing use of social media, ASUCR has found a need to create guidelines to ensure that our public messaging and representation is presented accurately, professionally and in accordance to our mission. These guidelines will also ensure that social media accounts are managed in an official, organized, and efficient manner.

Section 2.

- (a) Establishing new social media accounts – In order to establish a new account, ASUCR officers must complete the following steps:

- (i) Submit a written request to the ASUCR Executive Branch and provide justification of why the account is needed over and above the already established, official ASUCR social media accounts. After discussion and consideration by the branch members, the account must be approved by a 2/3 vote during a regular Executive Branch meeting where quorum is met.
 - (ii) If the account is approved, the officer must sign the “Social Media Ethics and Honesty” (SMEH) Compliance Form that holds them accountable for creating social media postings that reflect the mission of ASUCR, and that are truthful, respectful, non-political, grammatically correct and informationally accurate. The electronic form may be found on the ASUCR website under “forms.” (Text of the form is below.) This form must also be signed each year by incoming officers who will be utilizing the ASUCR social media accounts.
 - (iii) After the SMEH form is signed, the officer must coordinate with the ASUCR Events and Media Manager to register account name, password and contact information. This will ensure that the account does not get abandoned when the officer vacates the association, and that the account will be accessible for future officers in that position. The password must not be changed by the officer. Attempts to change the password or violate the conditions of the SMEH form will result in a review by the ASUCR Judicial Council.
- (b) Only members of the ASUCR Executive Branch, as defined in the ASUCR Constitution, may request social media accounts for their office, but not for individual committees, effective May 19th, 2021. Any active ASUCR social media accounts created before May 19th 2021 are exempt from this section. This is to prevent an overflow of new ASUCR social media accounts by explicitly restricting the creation of new, non-ASUCR office accounts.
- (c) Accounts created without following the guidelines herein must be removed. If they are not removed by the creator, an official complaint will be filed by the ASUCR Executive Director with the social media company (Instagram, Facebook, etc.).

Section 3.

(a) Account Management – Content displayed throughout the ASUCR social media accounts will be created by student staff within the designated offices as follows:

(b) Current Instagram Accounts:

ASUCR (Main) - Managed by the Marketing & Promo Director; paid graphics/video staff - @asucr

ASUCR Events - Managed by the Marketing & Promo Director; paid graphics/video staff - @asucrevents

ASUCR/GCAP – Managed by the VP of Sustainability; non-paid graphics/video staff - @gcapucr

ASUCR Elections – Managed by the Elections Director; non-paid graphics/video staff - @asucr_elections

ASUCR External – Managed by the VP of External Affairs; non-paid graphics/video staff - @asucrexternal

ASUCR Internal - Managed by VP of Internal Affairs; non-paid graphics/video staff @asucrinternalaffairs

ASUCR EVP - Managed by the Executive Vice President; non-paid graphics/video staff @asucrevp

ASUCR Finance- Managed by the VP of Finance, non-paid graphics/video staff - @asucrfinance

ASUCR Judicial Council - Managed by the Chief Justice of ASUCR, and other Judicial Council members - @asucrjudicial

ASUCR TnT - Managed by the Transfer/Non-traditional Director; non-paid graphics/video staff @tntucr

ASUCR WREC - Managed by the Women's Rights and Equity Committee Chair, non-paid graphics/video staff - @asucr_wrec

ASUCR Student Voice Committee - Managed by the Student Voice Committee Chair, non-paid graphics/video staff - @studentvoiceucr

(c) Current Facebook Account:

ASUCR (main) - Managed by the Marketing & Promo Director; paid graphics/video staff @ASUCRiverside

(d) Current Twitter Account:

ASUCR (main) - Managed by the Marketing & Promo Director; paid graphics/video staff
@ASUCRiverside
@asucrexternal

(e) Current LinkedIn Account:

@Associated Students of the University of California-Riverside

ASUCR (main) - Managed by the Marketing & Promo Director; paid graphics/video staff

(f) Other Accounts – To be established per the guidelines herein.

- (i) Since one of the main duties of the Marketing & Promotions (M&P) Director is to create content for social media, that office has paid student staff assigned to create graphics/videos for ASUCR social media. The M&P creative staff may also be required to create content for other ASUCR social media accounts as requested. Offices that recruit students to do marketing outside of the M&P office cannot guarantee pay for these additional student staff members.
- (ii) Only the M&P Director will be authorized to purchase graphic software such as Photoshop, Adobe Creative Cloud, etc. These applications may be shared with other ASUCR offices with the permission of the M&P Director.
- (iii) Inactive accounts may be managed and/or removed by the ASUCR Events & Media Manager with written permission of the ASUCR President. The Events & Media Manager will also keep signed SMEH Compliance Forms from year to year.
- (iv) The ASUCR Main Instagram account will archive all information into folders on that site.

Section 4.

- (a) Establishing content - All social media accounts that are approved by the ASUCR Executive Branch must include the word “official” in the account description (i.e. “The official account of the ASUCR Vice President of External Affairs”). All messaging on the ASUCR accounts must contain ASUCR business only. Account users may not post

on behalf of other campus entities (unless we are co-sponsors) without the permission of the Executive Branch. Permission to do so must have a majority vote of the Executive Branch during a regular meeting when quorum is met.

- (b) All published content must conform to the guidelines listed in the SMEH Compliance Form.
- (c) All posted flyers must contain official ASUCR-related logos (ASUCR, GCAP, etc.).
- (d) **Disclaimer-**

Any versions of this disclaimer may be used so long as the intended meaning of it remains.

“The views and opinions expressed by ASUCR are intended to reflect those of the undergraduate students of UCR, and not necessarily the University of California Riverside.”

(i) Opinions and statements released by ASUCR do not reflect the views of University of California, Riverside faculty, staff, and administration.

(ii) Opinions and statements posted by ASUCR, including opinions and statements, are meant to reflect and represent the opinions and views of the undergraduate student population at UC Riverside.

(iii) They only reflect the opinions and statements of the ASUCR officials during their respective time in office.

(iv) This includes any social media accounts and posts created by all branches of ASUCR.

(v) Disclaimers must be visibly included on all ASUCR media platforms

Created Summer 2020

Updated Fall 2020

Updated Spring 2021

SOCIAL MEDIA ETHICS AND HONESTY COMPLIANCE FORM

As a designated user of the Associated Students of UCR (ASUCR) social media platforms, I agree to adhere to the following ethics and honesty guidelines laid out by the association:

1. Support the mission of ASUCR in all published material;
2. Utilize responsible and honest content in all messaging;
3. Avoid content that infringes on the privacy or confidentiality of others;
4. Refrain from posting about political candidates or non student-oriented politics (per 501(c)(3) tax laws);
5. Abstain from posting information that is slanderous of or offensive to others;
6. Check facts, grammar and spelling prior to publishing posts;
7. Refrain from posting information that is biased and factually incorrect (opinions should be noted as such);
8. Secure written permission from students when using photos or videos of them (per FERPA laws);
9. Secure written permission from others (if necessary) when using their photos, videos or graphics (per copyright laws);
10. Refrain from using vulgarities, profanities or other offensive language in posts.

I am responsible for the following ASUCR social media Accounts:

As an elected representative of the undergraduate population at UC Riverside, I agree to comply with the 10 guidelines listed above, and to maintain honesty and decency in my responsibility as an official user of ASUCR social media.

_____/_____
 Name *(will be considered a signature)* Date *(will be good for 1 year)*

_____/_____/_____
 Student I.D. Number Phone Number Email

Mufida Assaf

Executive Vice President

Signed Legislation can be found in the ASUCR Office

INTRODUCED ON - [November 4, 2021](#)

COMMITTEE APPROVED ON - [November 5, 2021](#)

VOTE COUNT - [7-0-0](#)

SENATE APPROVED ON - [November 17, 2021](#)

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