

AMS COMMUNICATIONS POLICY

Passed December 2, 2009:

Preamble:

The Alma Mater Society (AMS) is committed to furthering its mission and goals through a coordinated and effective communications strategy. The President, in coordination with the Communications Manager and the Communications Planning Group, is responsible for ensuring that the AMS is proactive in establishing channels, protocols and programs aimed at encouraging input from and consultation with the Society's membership.

Policy:

A centralized Communications Department is essential to ensure consistency and professionalism in the messaging that the AMS communicates to students.

The following areas fall under the purview of the AMS' communications strategy. All initiatives and projects that fall under these areas must be created and planned in conjunction with the Communications Manager. The Communications Manager shall regularly seek advice and direction from the Communications Planning Group on all of these areas.

- Permission for use of the AMS logo
- Press releases
- Marketing strategies and promotional materials for AMS businesses and AMS Services
- Electronic communications
- University and external lobbying campaigns
- Internal communications initiatives
- Clubs and constituencies that are specifically using AMS images or AMS messaging

Procedures and Regulations:

The Communications Planning Group will be responsible for developing the following procedures under this policy. These procedures will be kept by the Communications Manager and regularly updated by the Communications Planning Group. They shall also be included in orientation materials for all employees and volunteers of the AMS.

- procedures for commenting to and interacting with the media
- procedures for making changes to the AMS website
- procedures for organizing and running university and external lobbying campaigns
- procedures regulating internal email usage
- procedures for the responsible use of students' email addresses
- procedures for external advertising in AMS space
- procedures for proper use of the AMS logo
- any other communications procedures approved by the Communications Planning Group