

WATERLOO ENGINEERING SOCIETY COMMUNICATIONS GUIDELINES

Introduction

The Waterloo Engineering Society Communications Guidelines governs the Society communication with members, advertising methods, and inter-Society relations. These guidelines were written with the intent to formalize policies and to create more consistency between the Society for members and our advertising partners. These guidelines are a joint Society document and require agreement from both Presidents on behalf of the Executive to modify. This document should be reviewed and updated to reflect current practices by every incoming Engineering Society Executive at the beginning of their term.

These guidelines include the following topics:

1. Inter-Society Communication Guidelines
2. Poster Board Policy
3. LCD Screen Policy
4. Individual Society Mailing List Policy
5. All-Student Mailing List Policy
6. Event Calendar Policy
7. Social Media Policy

1. INTER-SOCIETY COMMUNICATION GUIDELINES

Preface

The University of Waterloo Engineering Society exists to promote a positive undergraduate experience among its members through the representation of student opinion as well as support of academic, professional, and social needs. This is only possible if the Society acts as one cohesive unit and with effective communication between A-Society and B-Society. The following statements will help to guide the interaction between Societies and serve as best practices for the Executive teams that follow.

As Society Executive we agree to:

1. Create an open and positive working relationship between Societies.
2. Keep disagreements and personal conflicts within the Executive, not sharing with Council or other members, in order to maintain a professional environment.
3. Address issues and concerns directly with members involved on Executive in a prompt and professional manner.
4. Discourage disagreements, personal or professional, from creating a separation between the two Societies.

Following our regular responsibilities as per the Constitution, Society Executive agrees to:

1. Hold at least one Joint Executive meeting every term between the Societies.
2. Communicate goals and initiatives to counterparts on the other Society at least once per term.
3. Update our counterparts on the other Society of any meetings where our counterpart also holds a seat not more than 1 week following the meeting.
4. Communicate outcomes of initiatives with our counterparts and provide all proper transitioning for the initiative to continue on the other Society, should that be of interest.
5. Share any reference, transition, or promotional documents created during the term by the Executive team or any Society volunteer through the joint online storage system, Box.

As Society Executive we agree to discuss the following before making a decision:

1. Statements on behalf of all Engineering Students or all Society Executive to any Faculty member, committee, or publication, with;
 - a. Any statements on behalf of a single society clearly made public as “Waterloo Engineering Society ‘A’” or “Waterloo Engineering Society ‘B’”
2. Logistics for involvement in Orientation Week, including EngSoc day.
3. New initiatives where Executive from one Society has the intention of transitioning the initiative to the other Society.
4. Partnerships with external companies or groups which would continue into the following term.

As Society Executive, we agree to discuss the following before modifying the existing:

1. Society branding or signage, including but not limited to the logo and colours.
2. Large-scale website changes (new sections, layout modifications, etc.).
3. Renovations to the orifice (murals, furniture, technology, etc.).
4. Large purchases for the orifice, POETS, Novelties, and Ridgidware.

The two Presidents, on behalf of Executive, agree to:

1. Transfer all motions that require a pass on both Societies to our counterpart at least 2 weeks prior to the first Council meeting of the following term.
2. Update, publish, and save to Box, the Governing Documents at least one time each term when relevant following the last Council meeting when we are on-term.
3. Coordinate the Joint Annual General Meeting date and time no less than 2 months in advance.

2. POSTER BOARD POLICY

A. Scope

1. This guideline governs all official Waterloo Engineering Society poster boards that have the logo of the Society, the designated Arts Board in CPH hallway, and the cork strips in CPH foyer.
2. This guideline does not apply to poster boards in engineering buildings that do not have the Society logo.

B. Approval Process

1. Posters may only be approved or denied by the on-term Advertising Commissioner or an on-term Executive of the Society. Office staff may deny a poster that is in clear breach of this policy at their discretion.
2. Posters may be submitted in person or by e-mail to the office staff with the name and contact of the submitter or the organization submitting the poster.
3. If a poster is approved, the decision-maker will notify the organization. Office staff shall provide instructions on putting up posters as per this policy.
4. If a poster is denied, the decision-maker will notify the organization and provide the reason for the rejection.
5. The Executive may rescind approval of a poster at their discretion.

C. Posting Posters

1. Posters will be posted by the office staff, the Executive, or the Society directors.
2. All approved posters may only be placed on official Society poster boards.
3. All posters must be stamped with the official Engineering Society stamp of the on term Society and a date stamp for the date the poster shall be taken down.
4. All posters must be posted using staples. Any posters using thumbtacks or tape will be removed.
5. No poster should overlap any other poster on a poster board.
6. Only one poster per board for any event or service is permitted unless specifically approved by the Executive.

D. Removal of Posters

1. No poster may be removed before the date on the date stamp unless approved by the on-term Advertising Commissioner or an on-term Executive of the Society.
2. Office staff shall be responsible for the removal of posters by the date indicated on the date stamp. Poster removal and board maintenance should be done each time new posters are put up.
3. At the end of every academic term prior to the beginning of examinations, office staff shall conduct a final check of all Society poster boards and remove any outdated or irrelevant posters.

E. Poster Content

1. All posters that are posted on Society boards must be timely and relevant to undergraduate engineering students as determined by the Advertising Commissioner or Executive.
2. Preference shall be given to posters advertising Society events and services, but posters from external groups that have been approved may not be removed to make room for Society posters.
3. The following are not permitted to be posted on Society boards:
 - a. Feds clubs events or Feds run events.
 - b. Advertisements for housing or book sales.
 - c. Employment advertisements or external employer info sessions.
 - d. University research studies seeking volunteers.

- e. External groups' events that are not being jointly run with the Society. The only exception to this is the art or culture events that may post one poster on the Arts board.
- f. Posters with profane words, pictures, or drawings that may be interpreted as offensive.
- g. Posters containing direct references to alcohol. The only exception to this is a line on the poster in no larger than size 12 font stating "This is a licensed event".
- h. Posters with any text not in English that does not contain a direct translation as verified by the Executive.
- i. Graduate student events unless the event is focused on undergraduate students.

F. Exceptions

1. Society election and referenda related posters are governed by the Bylaws and Policy Manual and this policy does not apply.
2. Feds elections and student senator posters may be posted on walls in engineering buildings in accordance with Plant Operations policies. The candidates are responsible for the removal of all posters within three (3) days of the end of campaigning.

3. LCD SCREEN POLICY

A. Scope

1. This guideline governs policies for all official Waterloo Engineering Society LCD screens.
2. This guideline does not apply to other LCD screens in engineering buildings that are not monitored by the Society.

B. Approval Process

1. LCD posters may only be approved or denied by the on-term Advertising Commissioner or an on-term Executive of the Society. Office staff may deny an LCD poster that is in clear breach of this policy at their discretion.
2. LCD posters must be submitted by e-mail to the Advertising Commissioner with the name and contact of the submitter or the organization submitting the poster.
3. If an LCD poster is approved by the Advertising Commissioner or Executive, they will promptly put up the poster on to the Society's LCD screens and notify the organization.
4. If an LCD poster is denied the Advertising Commissioner or Executive, the decision-maker will notify the organization and provide the reason for the rejection.
5. The Executive may rescind approval of an LCD poster at their discretion.

C. Posting Posters

1. LCD posters will be posted on the screens via the online drive by the Advertising Commissioner, Executive, or office staff.
2. The Advertising Commissioner is responsible for monitoring all posters and ensuring that they comply with this policy.
3. Only one poster for any event or service is permitted at a time unless specifically approved by the Executive.

D. Removal of Posters

1. Posters shall be removed by the Advertising Commissioner, Executive, or office staff after the date of the event or service.
2. Posters may be removed before the date at the discretion of the Advertising Commissioner or Executive.
3. At the end of every academic term prior to the beginning of examinations, the Advertising Commissioner shall conduct a final check of all remaining LCD posters and remove any outdated or irrelevant posters.

E. Poster Content

1. LCD screens are reserved for Society events, services, and business.
2. Exceptions may be made at the discretion of the Executive for certain groups. These may include but are not limited to:
 - a. Engineering Orientation.
 - b. Engineering Student Teams and Groups.
 - c. Iron Warrior.
 - d. Engineering Jazz band.
 - e. Dean's Office posters.
3. All LCD poster content must also comply with the Society poster policy.

4. INDIVIDUAL SOCIETY MAILING LIST POLICY

A. Scope

1. This guideline governs the official Society opt-in mailing lists run through Mailchimp.

B. Inter-Society Cooperation

1. Each Society shall maintain and manage a mailing list separate from the other Society.
2. Both Society Presidents or VP Communications shall keep passwords and login information accounts in a centralized location accessible by both Societies.
3. During Orientation week, both Societies shall only promote the on-term Society's mailing list to first year students.
4. At the end of the Fall term, the on-term President or VP Communications shall facilitate the transfer of all the 8-stream students (i.e. first year students and graduating students) to the off-term Society's mailing list.
5. E-mails relevant to both Societies shall be forwarded to the Advertising Commissioner and VP Communications of the other Society.

C. Mailing List Maintenance

1. At the beginning of every academic term, the on-term Advertising Commissioner shall send out an email prompting subscribers to update their mailing list preferences.
2. At the end of the Winter term, the on-term Advertising Commissioner shall remove all graduating students from the mailing list and add them to the alumni mailing list.

D. Approval Process

1. E-mails must be approved by the Advertising Commissioner or VP Communications in accordance with this policy.

E. E-Mail Content

1. E-mails sent through Society mailing lists must be of relevance to undergraduate engineering students.
2. The Society mailing list shall be used as the primary means of communication of the Society with its members.
3. E-mails sent to the mailing list must adhere to the poster content policies.
4. Preference shall be given to Society events and services.
5. E-mails may only be approved if they fall into one of the following mailing list categories:
 - a. Weekly updates (events, services, & more)
 - b. Council meetings
 - c. Conferences
 - d. Competitions
 - e. Volunteer opportunities
 - f. Scholarship opportunities
 - g. Sponsorship opportunities
 - h. Academic & coop issues
 - i. Executive updates
 - j. Provincial (ESSCO) & national (CFES) EngSoc updates
 - k. External opportunities (conferences, professional courses, travel, etc.)
6. The on-term Advertising Commissioner must respect and abide by the mailing list preferences indicated by subscribers.

5. ALL-STUDENT MAILING LIST POLICY

A. Scope

1. This guideline governs the access the Society has to the “all-undergraduate” mailing list through the Engineering Faculty.
2. The Faculty of Engineering through the Student Relations Officer has final authority over content and frequency of e-mails sent to “all-undergraduate” mailing lists.

B. Approval Process

1. Only the on-term President has the authority to approve e-mails to be sent to all on-term undergraduate engineering students.
2. E-mails being sent to all on-term and off-term undergraduate engineering students must be jointly approved by both Society Presidents.
3. The President will send approved e-mails to the Student Relations Officer for final approval and distribution.

C. E-Mail Content

1. E-mails sent to “all-undergraduate” mailing list must be of relevance to all undergraduate engineering students.
2. The “all-undergraduate” mailing list shall not be used to advertise typical Society activities but will be reserved for new important business or announcements of the Society.
3. The following may be considered to be sent through this list:
 - a. Elections and referenda survey results
 - b. Academic or undergraduate experience surveys being conducted by the Society
 - c. New Society services applicable to all students (example: student deals program)
 - d. Initial invitation to attend the Joint Annual General Meeting

6. EVENT CALENDAR POLICY

A. Scope

1. This guideline governs the event calendar found on the Society's official website.

B. Approval Process

1. The on-term VP Student Life is responsible for approving all Society events and services to be populated on the calendar prior to the beginning of that academic term.
2. Should an event need to be added to the calendar during the academic term, the Commissioner or Executive who is most directly responsible for that event shall be responsible for approving the change.

C. Posting Events

1. Events will be initially populated on to the calendar by the on-term VP Student Life prior to the beginning of that academic term.
2. During the academic term, the Commissioner or Executive who is most directly responsible for an event that needs to be added to the calendar shall be responsible for doing so.

D. Calendar Maintenance

1. During the academic term, Commissioners and Executives are responsible for regularly updating the event calendar to ensure that the date, time, location, and description of all events and services under their portfolios are accurate.

E. Removal of Events

1. During the academic term, an event may only be removed from the event calendar by a Commissioner or Executive if the event has been cancelled.
2. At the end of every academic term, the outgoing VP Student Life shall be responsible for ensuring that the calendar is cleared for the incoming VP Student Life from the other Society.

F. Event Calendar Content

1. Preference shall be given to Society events and services, but the on-term Executive may use their discretion to include external events.
2. All events and services displayed on the calendar must have the following information:
 - a. A concise, descriptive title.
 - b. The event date or a range of dates if the event spans multiple days.
 - c. The event time.
 - d. A short description detailing what the event is about.

7. SOCIAL MEDIA POLICY

A. Scope

1. This guideline governs all official social media accounts run by the Engineering Society including but not limited to Facebook, Twitter, Instagram, and YouTube.
2. This group does not include unofficial social media pages such as the Facebook “EngSoc” group.

B. Inter-Society Cooperation

1. All social media accounts shall be shared between Societies. There will be no Society specific accounts.
2. Both Society Presidents or VP Communications shall keep passwords and login information accounts in a centralized location accessible by both Societies.
3. All Executives and each Society’s Advertising Commissioner shall be granted administrative permissions on social media accounts for the duration of their term.
4. The off-term Society shall refrain from posting regularly during the on-term Society’s term except to advertise Society specific positions or elections related materials, or if permission from the on-term Advertising Commissioner or on-term Executive is obtained.

C. Posting Content

1. All posts shall be appropriate and represent the values of the Society.
2. All posts shall be written as the Society instead of as an individual person.
3. There will be no profane language, references to alcohol, derogatory comments, or rude remarks.
4. Types of events and services advertised shall abide by the poster content policy.
5. Pictures uploaded to Society social media shall be from Society events, services, or activities directly related to the Society. No photos from graduation committee events or unofficial Engineering Society events shall be posted from any official Society social media account.