

COMMUNICATION POLICY

**POLICY: AD-03
ADMINISTRATION**

Reviewed	Governance Committee	May 2020
Approved	Executive Committee	May 2020

POLICY INTENT

This policy guides internal and external communications of Students' Association of Bow Valley College. It applies to all SABVC's communication processes and communicators.

CONTEXT

As representatives of our Members, all communication must be made with our diverse student population in mind. This policy guides our internal communications with our Membership as well as our communication with external bodies such as with Bow Valley College, all levels of government, other students' associations, and the media.

POLICY

- 1.0 As per Policy on Role of Executive Committee (GV-02), the Director of External Affairs of Students' Association of Bow Valley College is the official Spokesperson for SABVC.
 - 1.1 In the absence of a Director of External Affairs, the Director of Internal Affairs will be the Spokesperson for SABVC.
- 2.0 All communication shall be professional and representative of SABVC Membership and our organizational values. The SABVC Code of Conduct and BVC Learner Code of Conduct shall guide the manner with which we communicate.
- 3.0 All communication shall be in English to address domestic and international students and community in general. All SABVC student leaders, staff, volunteers, and/or anyone representing the Students' Association internal or externally shall communicate in English.

External Communication

COMMUNICATION POLICY

- 4.0 When needed, the Director of External Affairs will receive support from the Marketing and Communications department to respond promptly to all situations that necessitate a response from SABVC.
- 5.0 The Director of External Affairs shall be prepared to provide a written press release or statement, reviewed by the Executive Director and the Marketing and Communications department, regarding relevant current affairs.
- 6.0 In an event where the Director of External Affairs is absent, the Director of Internal Affairs will be responsible for the external communication of SABVC.
- 7.0 The Director of External Affairs may delegate media inquiries to other Executives or staff of SABVC depending on the content of the inquiry.

Internal Communication

- 8.0 The Director of Internal Affairs shall be responsible for ensuring SABVC Members are kept informed and updated on important SABVC business and meetings.
- 9.0 In an event where the Director of Internal Affairs is absent, the Director of External Affairs will be responsible for the internal communication of SABVC.
- 10.0 Advertisement from third parties through SABVC means to SABVC Membership, such as through new student orientation and agendas, shall be firmly restricted. SABVC shall only permit advertising which is deemed beneficial to a broad representation of SABVC Membership.
- 11.0 Third party advertising on the SABVC website is not permitted so as to keep the website clutter-free and easy to read.
- 12.0 Advertising SABVC events shall be done so in a respectful, ethical, and cost effect manner, ideally starting no later than two weeks prior to the event or activity.

RELATED POLICIES

AD-05 Social Media Policy

AD-06 Events Policy

HR-01 Code of Conduct Policy

BVC Learner Code of Conduct Policy