



**Western Washington University**

**Associated Students**

**AS Communications Committee**

**October 11, 2021 - Microsoft Teams**

**Board Members:** *Chairperson* Ryan Morris(AS Communications Director), Jacob O'Donnell(AS Club Promotion & Outreach Coordinator), Belle Wright (AS Communications Coordinator), Kayla Cortes(AS Productions Assistant Director for Marking & Assessment), *Vice Chairperson* Mallory Schaeftbauer(ASVP for Activities), Roman Vieira(AS SAIRC Marketing & Assessment Coordinator)

*Absent:* Cami Olsen-Roth(AS Outback Engagement Coordinator), Ella Neumann( AS Outdoor Center Marketing Resources Coordinator), (KUGS Marketing and Development Director), (AS Review Representative), (ESC Coordinator for Marketing), (Environmental & Sustainability Programs Representative),

**Advisory:** Casey Hayden (*Assistant Director for Student Activities*), Liam Cary-Eaves(AS Publicity Center Manager)

**Guests:** *Absent:* Maggie

**Secretary:** Eli W. Stanciu Jr.

**Consensus Actions:**

CC-21-F-6 Approval of...**Passed.**

CC-21-F-7 Postpone to...**Passed.**

CC-21-F-8 Adjourn...**Passed.**

**I. Call to Order**

**Ryan Morris, AS Communications Director, called the meeting to order at:**

**4:18PM**

**II. Roll Call of Members**

**III. Approval of Minutes**

Consensus CC-21-F-6-Approval By Morris  
of minutes  
To...

Consensus approval Action: **Passed**  
**IV. Info Items(Guests)**

Consensus CC-21-F-7-Postpone By Morris  
to PC Requests  
To...Oct.18th, 2021

Consensus approval Action: **Passed**

~~A. PC Requests, How to Use the Publicity Center (Maggie)~~

**V. Action Items(Guests)**

**VI. Info Items**

A. Defining What We Want in Our Social Media Guidelines

1. Morris asked that the committee begin to define what the AS's social media guidelines would be and stated that this was different from the AS branding guide.
2. Wright said that each image should have an image description and that videos should have captioning.
3. Morris said that reposting from Western Washington's page is okay, but that posting from a certain business's page might not be acceptable because of advertising rules. However, Morris also said that it is okay to partner with businesses downtown.
4. Hayden said that the AS must do this to avoid the risk of using state resources for commercial benefit.
5. Cary-Eaves asked if there are exceptions to these rules when dealing with student takeovers.

6. Morris said that there are exceptions if it is in passing conversations. Morris also said that the AS needs to make sure that it uses the correct pronouns and/or labels for students.
7. Hayden said that it is okay to use business's names during student takeovers or for education purposes. Hayden said that the AS just needs to make sure that it does not favor certain businesses over others.
8. Cary-Eaves said that it is okay to do that if it is attributed to a person and not WWU.
9. Wright said that there should be regulations around comments that may involve harassment, bullying, or spam. Wright suggested removing such comments from AS platforms. Wright also said that Morris earlier brought up the idea of following up with the students whose comments are removed. Morris attributed the idea to Cary-Eaves.
10. Morris said that the communications committee should break up into teams to write the branding guidelines.

#### B. Promoting Social Media at Events

1. Cortes presented a graphic, *Doc...2*, showing a list of Instagram accounts for individual departments in the AS.
2. Morris said that E&S shutdown their Instagram.

3. Vieira said that the different parts of the ESC each have their own Instagram accounts, but that there is a singular one for all of ESC @WWUESC.
4. Cortes said that this list could be used as a cheat sheet and that it was only a rough draft. Cortes also asked how to publish it.
5. Morris said that this draft could be given to the publicity center for review and publishing.
6. Cary-Eaves said that it would cost to print the graphic but the design would be free. Cary-Eaves asked if it would be worthwhile to consolidate the numerous social media accounts in order to unify the branding message.
7. Cortes said that consolidating might be a good idea.
8. Morris said that the outback does well on Instagram.
9. Wright was wondering if AS productions and KUGS would ever consider merging.
10. Cortes said the AS productions and KUGS are totally separate. She also asked if any Instagram accounts needed to be added to the graphic.
11. Hayden said that consolidating may be a good idea but that consolidating too many of the social media accounts may lead to student dissatisfaction.
12. Cary-Eaves asked to put this list on the AS website.

13. Morris said that any of the members could submit the graphic to the publicity center.

14. Hayden said that the website will be undergoing a redesign soon and that it may be the best time to implement new items to the website.

15. Stanciu said that part of the website makeover will incorporate a space for official documents and recordings.

**VII. Action Items**

**VIII. Other Business**

**IX. Adjourn Meeting**

Consensus CC-21-F-8-Adjourn By:Morris  
meeting  
To...

Consensus approval

Action:**Passed**

**Morris adjourned the meeting at: 4:52PM**

*Doc 1...Oct. 4th Minutes*

*Doc 2...Graphic*