



## **Communication Guide**

Brian Farnan, VP Internal Affairs  
Ryan Hughes, Communications and IT Director

Date: 2013-09-03



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## Contents

- Introduction .....4**
  - Purpose .....4
  - Authority .....4
- Audience and Objectives .....5**
  - Employees .....5
  - Students .....5
  - Tenants and Visitors .....6
  - Objectives .....6
  - Communication Strategy .....7
- Branding .....7**
  - General Branding .....7
  - External Communications .....7
  - Graphic Design .....8
- University Centre (Shatner Building) .....8**
  - SSMU Office .....8
  - Tabling (Internal Bookings) .....8
  - Tabling (External Bookings) .....9
  - Digital Screens .....9
  - Billboards .....9
    - Basement and Main Floor .....9
    - Main and Second Floor .....10
  - Posters .....10
  - Glass Boxes .....10
    - Basement .....11
  - Club Signage .....12
  - General Signage .....12
  - Tenant Signage .....12
- Multi-Media .....12**
  - SSMEWS .....12
  - Clubs and Services Information Card .....13
  - Multi-Media Projects .....13
- Social Media .....13**



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

Twitter .....	13
Twitter Goals and Strategies .....	14
Twitter Advertising and Promotion .....	14
Facebook .....	14
Facebook Goals and Strategies .....	14
Facebook Advertising and Promotion .....	14
<b>Website .....</b>	<b>15</b>
Marketplace .....	16
<b>Listserv .....</b>	<b>16</b>
General Listserv .....	16
MailChimp .....	17
AlterEgo .....	17
Clubs and Services Listserv .....	17
<b>Publications .....</b>	<b>17</b>
Handbook .....	17
Yearbook .....	18
<b>Surveys .....</b>	<b>18</b>
<b>External Promotion .....</b>	<b>19</b>
Presentations .....	19
External Communication .....	19
<b>Sponsorship and Advertising .....</b>	<b>19</b>
University Centre .....	20
SSMU Website .....	20
Social Media .....	20
Listserv .....	20
Events .....	20



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
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## Introduction

As per the preamble of our Society's Constitution, the Student Society of McGill University (SSMU) is dedicated to upholding all aspects of our Mission Statement and in this spirit it is committed to ensuring all communication honors these principles. As stated, the SSMU strives "...to coordinate and support student groups", "...facilitate communication and interaction between all students", and "...to act as the official voice of the undergraduate and professional students of McGill" (SSMU Constitution 2012, Preamble, Page 2). This document will be the official reference guide for the method whereby these objectives are accomplished.

The SSMU is dedicated to maintaining the best possible content and method of delivery for all of its communications. Using effective resources, the SSMU aims to provide clear, open and transparent communication of relevant and timely information to its student members, permanent and non-permanent SSMU employees, building tenants and visitors. All communication will be conducted in the spirit of the SSMU Mission Statement.

## Purpose

This guide was created for all permanent and student employees of the SSMU and will be applied to all communications created by the SSMU employees, clubs, services or other affiliated groups. The purpose of this guide is to provide principles for the communications of the Society in order to establish and preserve a consistent image of the Students' Society of McGill University.

This guide will outline procedures and policies aimed at facilitating the creation and delivery of SSMU communications. This guide will also outline the method for creating and editing the content of communication and the best practices surrounding its delivery. The SSMU Communications Guide will be applied, but not be limited to, internal and external publications, advertising, event publicity, news dissemination, social media, posters, digital screens and the SSMU's official website.

## Authority

The Vice-President of Internal Affairs and the Communications and IT Director are responsible for ensuring the implementation and maintenance of the SSMU Communication Guide. The two positions will work in conjunction to adjust any previous, current, and future communications so that they align with the standards outlined in this guide. The Communications and IT Director will ensure all communications produced from this position and that of the student positions under her/his portfolio complies with the standards of the guide.

The VP Internal and Communications and IT Director will review and revise the SSMU Communication and Design and Style Guides on an annual basis. The annual review will occur during the months of June, July and August and all applicable revisions will be completed by September 1 of each calendar year. The Communications and IT Director will have the ongoing responsibility of researching new and alternate communication methods and/or resources that can be implemented at the SSMU with the consent of the Executive Committee. All new methods and/or resources that are approved and implemented throughout the year will be included in this guide during the review and revision process.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

## Audience and Objectives

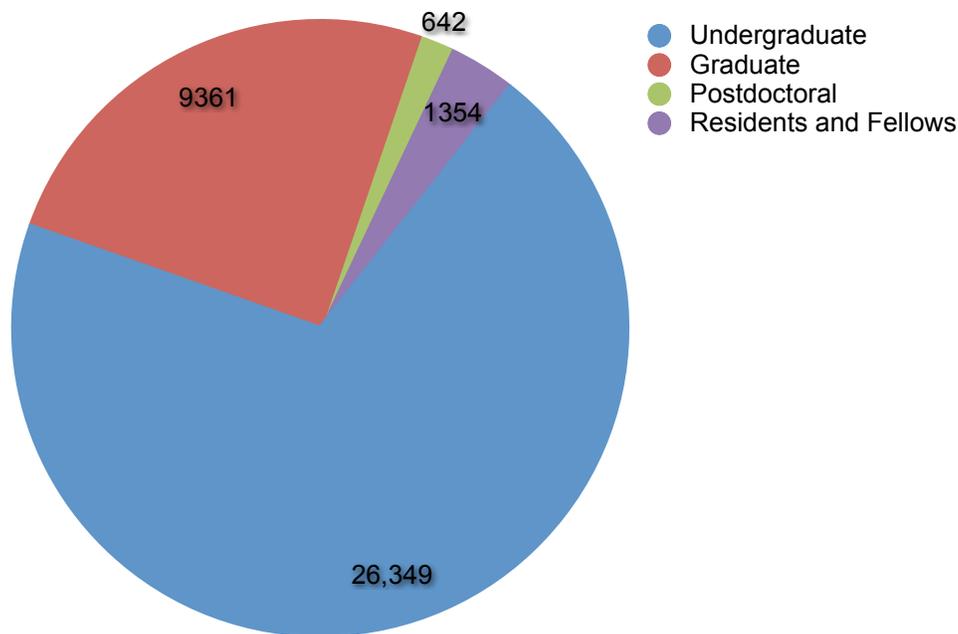
This Communication Guide addresses all communication-based exchanges the SSMU conducts with its employees, students, tenants and visitors. The audience for these exchanges will alter given the medium the Society is using to communicate.

### Employees

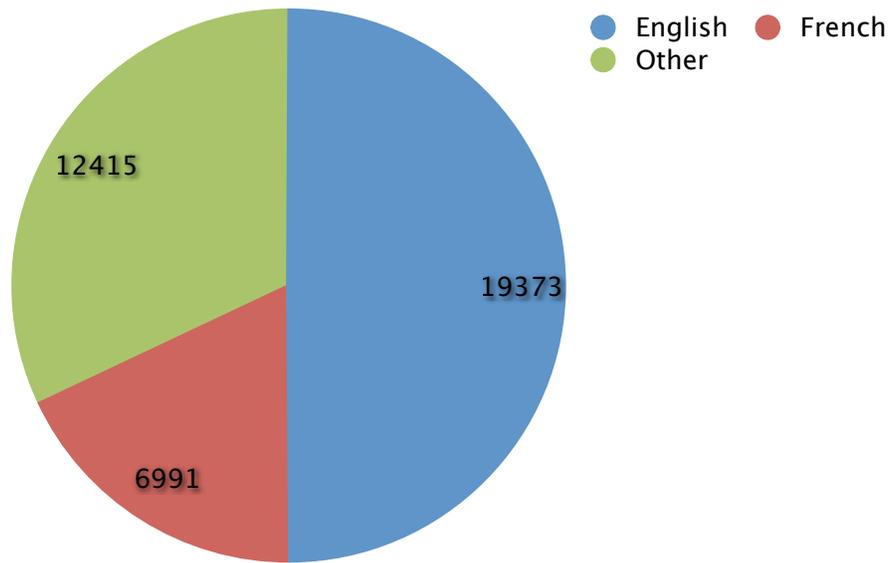
Employees of the SSMU are a mixture of permanent, non-student staff; non-permanent, non-student staff; and non-permanent student staff. Approximately 200 employees work in the University Centre (University Centre).

### Students

Student members of the SSMU are comprised of the undergraduate and professional student population of McGill University. Although students of the Post-Graduate Student Society (PGSS) are not members of the SSMU, they regularly come in contact with SSMU communications, publications and online resources. The following charts describe the size and language of the McGill student body.



Source: Enrolment Report Fall 2012



Source: Enrolment Report Fall 2012

## Tenants and Visitors

The SSMU building has five revenue generating tenants. Two restaurant tenants, “Bocadillo” and “Bamboo Bowl” are located on the second floor. The main floor hosts the café-resto tenant “La Prep,” “Liquid Nutrition” and the “Legal Information Clinic.” Additionally, the University Centre hosts multiple Clubs and Services, two Independent Student Group (ISG) tenants and two of McGill University’s independent campus publications—the McGill Tribune and the McGill Daily.

A wide variety of visitors come to the SSMU all throughout the year. These visitors can be SSMU employees and tenants, who use it as a place of work; students who use it a centre for study and activities; parents who drop-off and pick-up their children at the SSMU Nursery; McGill administration, professors and employees, who come on official business or to purchase food and beverages; or suppliers and vendors who regularly deliver products and/or provide services. Additionally, the building is regularly visited by the general public. Occasionally dignitaries visit the building for official events held in the third floor ballroom and/or the Lev Bukhman room located on the second floor.

## Objectives

The objectives of the SSMU Communication Guide will be to outline the current methods of Communication used by the Society and establish guidelines for each medium. General objectives also include the goal of adjusting communication tools and practices towards becoming socially, economically and environmentally sustainable. The Communication Guide will adopt practices that lead SSMU’s Communications to become increasingly efficient while reducing operational costs.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
 Created: 2013-08-01 | Revised: 2013-09-03

## Communication Strategy

All other specific objectives, short-term strategies and long-term plans for the Society’s Communications will be outlined in the “SSMU Communication Plan.” The Communication Plan is a working document that outlines specific strategies and performance goals for SSMU Communications. This document is part of the VP Internal and Communication and IT Director’s mandate and as such, they are charged with the execution, maintenance and improvement of this document. The SSMU Communication Plan is updated on a bi-annual basis, with one review occurring in June and January of each calendar year. The document is updated by the VP Internal and is communicated to the Communications and IT Director before being approved by the Executive Committee.

## Branding

The SSMU brand consists of a combination of the SSMU logo, typography, coloring, graphic design and SSMU-oriented subject matter and content. SSMU branding appears on all digital and print SSMU communications and is outlined in detail in the “SSMU Style Guide.” This document outlines the print and image specifications for all SSMU communications.

### General Branding

The SSMU logo must appear on all external SSMU communications unless published from a SSMU media-platform which already includes the logo as an integral aspect. Platforms such as the SSMU website, social media accounts, listserv and digital screens may publish content that does not directly include the SSMU Logo. All other external communications of the SSMU must be branded with the SSMU logo (subject to the design criteria outlined in the “SSMU Design and Style Guide”).

### External Communications

The following table describes all forms of SSMU external communications:

Communication Type	Description
SSMU posters.	Holiday closures, SSMU News and announcements, events and schedules, etc...
SSMU legal documents.	Room bookings, table bookings, tenants, suppliers, etc...
SSMU governance documents.	By-Laws, constitutions, policies, work plans, etc...
SSMU official notices or letters.	The logo appears embedded within the SSMU header.
Letters from SSMU Executives and Staff to external parties.	The logo appears embedded within the SSMU header.
SSMU envelopes.	SSMU envelope and envelope with window.
Email signature of SSMU Executives and Staff.	The logo appears embedded within the position description.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

Business cards.	Volume of 300 per Executive, 500 per permanent Staff Member (heavy user) and 250 per permanent Staff Member (light user).
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## Graphic Design

SSMU’s graphic design is completed in-house, by the SSMU Graphic Designers. The Graphic Designers are student staff and they work on a project-to-project basis. The SSMU Graphic Designers work under the Communications and IT Director; however, they also work in close conjunction with the VP Internal. The Communications and IT Director manages the ongoing projects of the Graphic Designers and organizes the requests of the Executives and staff members in order to prioritize the work of the Graphic Designers. All requests for material requiring the work of a Graphic Designer will only be delivered to the Communications and IT Director. Although the graphic design projects do not have specific guidelines with regards to stylistic parameters, SSMU branding must be included where relevant and/or feasible.

## University Centre (Shatner Building)

The University Centre is the hub of all SSMU operations. It is located on McGill University Campus at 3480 rue McTavish and is leased by the SSMU from McGill University. The University Centre houses the SSMU’s many clubs, services and operations and provides spaces for students to reserve for activities, promotions, advocacy and functions. In addition, the University Centre is home to building tenants, student group offices, Midnight Kitchen, Player’s Theatre and Gerts bar. Communications throughout the building are handled by the VP Clubs & Services in conjunction with the VP Internal. Communication in the building is comprised of both internal (SSMU) and external communications. The external content is delivered via tabling space, billboards, posters and glass boxes. Internal communication is conducted through tabling space, digital screens, posters, glass boxes and signage.

## SSMU Office

The SSMU Office is located at 3600 rue McTavish, Suite 1200. Though part of the University Centre, the SSMU Office is technically located within the Brown Building (Student Services). The SSMU Office provides both public and private access and all traffic is conducted via the reception area. Private access includes the office spaces of student employees, permanent staff, Executive Officials and the two boardrooms. Public access is restricted to the reception area of the SSMU Office and is monitored and controlled by the receptionists and the Office Manager. The reception area includes a variety of informational resources from both internal and external sources, some of which is stored on card shelving. Additionally, the business cards of the SSMU permanent staff and Executives are available at the reception desk and a digital display showcases informational slides. As the first point of interaction with the SSMU, the reception area is the most public part of SSMU and it is considered to be an integral part of SSMU communications. All face-to-face interactions with the public are monitored by the Office Manager in order to provide optimal public relations.

## Tabling (Internal Bookings)

All internal groups, excluding SSMU Executives, HR department staff and communication department staff, must request a table via the table booking form on the SSMU website. Internal



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

table bookings are used to communicate an event, initiative or group to the general public. SSMU can use the table to provide information, sell tickets or gather information from students. The booking is free of charge for an internal staff member. Due to the high traffic of the area, the main lobby tables act as an effective medium for SSMU communication. All internal table bookings are managed by the Events Administrator and/or the VP Clubs and Services.

## Tabling (External Bookings)

All external groups must request table bookings via email to the Communications and IT Director and Sponsorship Administrator. The Communications and IT Director or Sponsorship Administrator will send the inquiring party an online form which will be used to issue the Table Booking Contract. The table booking procedure is fully explained on the table booking page of the SSMU website. This page will include the following information and documents:

- Photos of each table locations;
- Technical information on each location;
- Requirements;
- Rules & Regulations; and the
- Link to the Credit Card Authorization form.

External table bookings are accepted on a case-by-case basis and external groups are charged for their booking. Due to the visibility of this space, the SSMU reserves the right to refuse an external group the ability to book the space due to the potential negative effect a particular group may have on SSMU’s communication and interaction with its members and the general public. In the event of a student group competing for a table booking in the same location and time period with an external group, priority will be offered to the student group.

## Digital Screens

The digital screen located in the University Centre lobby is an LCD monitor located in the lobby of the University Centre and displays information on a rotating slide show. The digital screen predominately displays building news, building schedules, building events, upcoming holidays, last minute closures, emergency notices, weather conditions and Marketplace promotions. The information on the digital screen will only display SSMU content, with the exception of companies featured on the Marketplace.

The digital screen located in the front desk area of the SSMU Office is an LCD monitor and displays building news, building schedules, building events, upcoming holidays, last minute closures and emergency notices of the SSMU. The information on the digital screen will only display SSMU content.

## Billboards

There are billboards located throughout the University Centre. The main billboards are located on the walls of the staircases between the Basement and Main Floor (BM), as well as the Main Floor and the 2<sup>nd</sup> Floor (M2nd). There are eight categories of billboards:

### Basement and Main Floor

Billboard Type	Description
Opt-In Campaign	One (1) board posting information about how to opt-out of certain fees.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
 Created: 2013-08-01 | Revised: 2013-09-03

Dental and Medical Plan (ASEQ)	One (1) board posting information about dental and medical insurance for SSMU Members.
Gerts	One (1) board posting information about Gerts news, events and announcements.
Building Tenants	One (1) board posting information about tenant news, events and announcements.
Off-Campus Events	One (1) board posting information about events from SSMU clubs, services or ISGs that are organized off-campus.

## Main and Second Floor

Billboard Type	Description
SSMU Clubs	Three (3) boards posting information about SSMU club news events, conference announcements and general posters.
SSMU and SSMU Services	Two (2) boards posting information about news, events, conferences and updates regarding the SSMU and general SSMU service information.
Campus Information	One (1) board posting information about McGill or McGill Faculty or McGill group news, events conference announcements or other promotions.

## Posters

The University Centre provides space for both internal and external group posters. All posters must be approved by the SSMU via the Communications and IT Director and/or the VP Clubs and Services or they will be removed. Posters are posted on Tuesdays and Thursdays and on billboards according to the aforementioned guidelines. All those who submit posters must indicate the desired day of hanging when providing posters. All posters are received at the front desk whereby the Receptionist will deliver them to the Communications and IT Director for approval and posting. Posters in the University Centre must adhere to the following size restrictions:

- Large Poster Dimensions: 11" X 17" (up to two allowed, subject to available space) or one 22" x 34" (tenants only and subject to available space);
- Small Poster Dimensions: 8 1/2" X 11" and/or 8 1/2 X 14" (up to two allowed, subject to available space).

## Glass Boxes

In addition to billboards space, the SSMU provides various glass boxes for building communication. These spaces allow the SSMU to indicate holidays, building closures and/or evacuation notices. Some glass boxes are reserved for tenants or Gerts specific



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
 Created: 2013-08-01 | Revised: 2013-09-03

announcements. The following table describes the location, content and size of each glass box at the time of writing:

## Basement

Location	Description
Gerts Entrance (South)	46" x 58" (Gerts promotional materials).
Entrance Hall	26" x 45" (Tenant description).
Gerts Entrance (West)	2 boxes at 24" x 32" (Illuminated, club descriptions).

## Main Floor

Location	Description
Entrance (Outside)	24" x 32" (Building notices).
Entrance Interior Doors (Left)	2 boxes at 24" x 32" (Empty).
Entrance Interior Doors (Right)	2 boxes at 31.5" x 32.5" (One empty, Player's Theatre promotional materials).
Lobby (Left)	18.5" x 32.5" (Electrobac promotional materials).
Lobby (Middle)	24" x 32" (Floor map).
Hall (SSMU office)	2 boxes at 24" x 32" (Floor map, pay equity description), 37" x 55" (Club directory).

## Second Floor

Location	Description
Main Stairwell	2 boxes at 24" x 32" (Illuminated, floor map, empty).

## Third Floor

Location	Description
Elevator Entrance	2 boxes at 24" x 32" (Illuminated, floor map, advertisement).

## Fourth Floor

Location	Description
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# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

Hall	24" x 32" (Club directory), 28" x 34" (Floor map).
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## Club Signage

The 4<sup>th</sup> floor of the University Centre is allocated to 51 clubs. Each club is assigned both space and signage. There are 40 doors on the 4<sup>th</sup> floor and each door will include signage to indicate the clubs located at that location. The door signs measure 8 1/2" x 14" (legal size) and are located at eye level on the door.

## General Signage

The University Centre also contains signage with building specific information. This information is commissioned by the General Manager, the VP Clubs and Services and/or the Landlord (McGill University). The signage is a collection of room numbers or names, building maps and safety information. Approval for a sign is given by the General Manager and designs are the responsibility of the Communications and IT Director.

## Tenant Signage

University tenants are permitted to advertise with signage within their premises or in immediate vicinity of their operations provided the following conditions are met:

1. No tenant signage may obscure or otherwise restrict access to existing University Centre signage, doors, rooms or traffic flow;
2. No tenant may post signage outside of their premises as defined in their respective sub-leases;
3. No tenant signage may post signage that includes text and/or imagery that conflicts with the mission statement of the SSMU, violates SSMU By-Laws and/or includes overtly sexualized, oppressive or otherwise controversial content; and
4. No tenant may post signage that may damage or alter the University Centre without approval from the General Manager and/or Building Committee.

Should any tenant of the University Centre violate any of the above conditions, the tenant will be liable to remediate and/or repair any damages to the University Centre, the SSMU or any other party affected by said violation

## Multi-Media

The SSMU produces various media content throughout the academic year.

### SSMEWS

The SSMEWS is a multi-media project of the SSMU in conjunction with TV McGill (TVM). SSMEWS is a weekly broadcast featuring the Executives and is used to disseminate information to the student population. The content of the videos is decided by the Executive and



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

varies on a weekly basis. The production of the video is directed by the VP Internal and the Communications and IT Director, who decide the theme of each broadcast. The direction, editing and release of the video is conducted by TVMcGill who distributes the broadcast on their website.

## Clubs and Services Information Card

The Clubs and Services Information Card is a graphic based information card that explains some important information regarding Clubs and Services. The content of the card is compiled by the VP Clubs and Services who provides the information to the Communications and IT Director. The Communications and IT Director and the Graphic Designers create a layout for the card and it is printed. The card is then distributed to the various Clubs & Services and made available to the student population throughout the year.

## Multi-Media Projects

In addition to recurring projects, each year the Society creates individual multi-media projects that are used to communicate with the student population. The SSMU incorporates various multi-media platforms to promote a certain initiative or to source information from our membership. These projects are done on a case-by-case basis and are predominantly initiated under an Executive's portfolio. Each multi-media project is developed via proposal before consulting the relevant permanent staff member (Communications and IT Director, Graphic Designer, Photographer, Translator, etc...).

## Social Media

The online presence of the SSMU is a large aspect of the overall Communication Strategy. The majority of the SSMU's online presence is driven by our social media efforts. These efforts are focused on the SSMU's Facebook, Twitter and LinkedIn profiles. The daily operations of the SSMU's social media profiles are organized by the SSMU Communications and IT Director. The Communications and IT Director is charged with the manual entry of the scheduled posts. All content is submitted by the SSMU Executives, unless otherwise stipulated by the VP Internal.

### Twitter

The SSMU Twitter account is managed by the Communications and IT Director and the VP Internal. The page is updated with short form content (140 characters per post) and used for brief updates, announcements and website promotions. The majority of SSMU's Twitter posts are used to generate traffic to the SSMU website and to notify students of any updates. The logistical aspects of the profile are maintained by the Communications and IT Director and the content of the posts is generated by the Executives or from within an Executive portfolio. Any content that members of the permanent staff would like to submit must be approved by the VP Internal before being broadcasted. Requests for a Twitter post are to be submitted to the Communications and IT Director, within the Communications and IT Director workspace on Vibe, and are to be approved by the VP Internal and the Communications and IT Director.

<b>Location</b>	<a href="https://twitter.com/theSSMU">https://twitter.com/theSSMU</a>
<b>Followers</b>	2016 as of July 1, 2013.
<b>Content</b>	Announcements, links to website posts/blog-posts and other short messages.
<b>Frequency</b>	2 to 3 posts per day.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

## Twitter Goals and Strategies

The ongoing goal of the SSMU Twitter account is to gain a larger following (more “Followers”), maximize traffic to the SSMU Website and constantly promote the communication-based interaction between the students and the SSMU via Twitter. For more information see the SSMU Communications Plan.

## Twitter Advertising and Promotion

Twitter advertising and promotion guidelines are referenced in the Sponsorship and Advertising section of this guide.

## Facebook

The SSMU Facebook account is managed by the Communications and IT Director and the VP Internal. The page is updated with short promotional posts, medium length information-based posts, various promotions & contests of the SSMU, and for broadcasting other website or social media links of SSMU affiliates. The SSMU’s Facebook presence is mainly geared towards generating traffic on the SSMU website, notifying students of promotions and SSMU-related events or announcements. The logistical aspects of the profile are maintained by the Communications and IT Director and the content of the posts is generated by the Executives or from within an Executive portfolio. Any content that members of the permanent staff would like to submit must be approved by the VP Internal before being broadcasted. Requests for a Facebook post are to be submitted to the Communications and IT Director, within the Communications and IT Director workspace on Vibe, and are to be approved by the VP Internal and the Communications and IT Director.

<b>Location</b>	<a href="https://www.facebook.com/SSMUAEUM">https://www.facebook.com/SSMUAEUM</a> , <a href="https://www.facebook.com/theSSMU">https://www.facebook.com/theSSMU</a>
<b>Likes</b>	2,181 as of July 1, 2013.
<b>Content</b>	Promotional posts, links to website posts/blog-posts and broadcasts of the SSMU and its affiliates.
<b>Frequency</b>	2 to 3 posts per day.

## Facebook Goals and Strategies

The goal of the SSMU Facebook account is to gain a larger following (more “Likes” for the Facebook Page and more “Friends” for the Facebook Profile), maximize traffic to the SSMU website and to promote communication-based interaction between the students and the SSMU via Facebook. The detailed Facebook and Social Media Strategy is outline in the SSMU Communications Plan.

## Facebook Advertising and Promotion

Facebook advertising and promotion guidelines are referenced in the Sponsorship and Advertising section of this guide.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

## Website

The SSMU website is the main, online medium of exchange between student members and the SSMU. The SSMU website is an online webpage formatted to fit SSMU design standards, run as a “WordPress” webpage. The SSMU website receives approximately 18,000 visits per month and the average time spent on the site is two minutes. The SSMU website landing or home page contains a visual image slider linking to different pages on the site, a main column featuring the top story of the current period, a second main column for additional featured news and a three featured posts on the footer of the page.

The most visited pages on the website are: the Homepage, the Room Booking Page, the Clubs & Services page and Job Posting page. Although “the Connect” page has not garnered much attention, the social media of the SSMU has increased in the 2012-2013 academic year, resulting in a readership increase on the SSMU website. The French button, which gives visitors the option of being redirected to a French-translated version of the Website, is located in Secondary Menu.

<b>Location</b>	<a href="http://ssmu.mcgill.ca">http://ssmu.mcgill.ca</a> or <a href="http://ssmu.ca">http://ssmu.ca</a>
<b>Visits/Hits</b>	Approximately 18,000 per month.
<b>Frequency</b>	No maximum.
<b>Content</b>	SSMU Information, promotions, news updates and room booking system.

The SSMU website is the main portal for SSMU members to access information. The website is used to broadcast relevant, timely information to the members of the SSMU, act as the main portal for submitting booking requests, and redirect visitors to specific documents or online references for SSMU and SSMU affiliated operations.

The SSMU Website is predominantly edited by the Communications and IT Director. She/he updates the Website Posts, designs the layout of the website, and is the main contact for the website software provider “Plank.” The Communications and IT Director is charged with the continuous update of the website and communicates the desired software and design upgrades for the SSMU Website to Plank. The desired software and design updates are drafted by the Communications and IT Director and the VP Internal, and are approved by the SSMU Executives. All content for the website is provided solely by the Executives, unless approved by the VP Internal.

The website is paired with the SSMU’s Social Media and with the most recent updates from Plank, will include a right-side column that will have installed a social media bar, which displays live updates from the SSMU’s Twitter and Facebook account. This synchronized aspect of the Website and Social Media functions will become increasingly important as SSMU continues to try to garner cross-readership from both aspects of our communications. In order to monitor and improve website traffic the Communications and IT Director will analyze all website traffic every week and produce detailed reports regarding said traffic.

Website advertising and promotion guidelines are referenced in the Sponsorship and Advertising section of this Guide.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
Created: 2013-08-01 | Revised: 2013-09-03

## Marketplace

The SSMU Marketplace is a part of the SSMU website used as a space for student members to buy, sell, rent or acquire various items or services. The Marketplace has the dual function of providing a useful service to students but additionally to provide a section of the SSMU Website that can be used to gain sponsorship and/or advertising.

The Marketplace is in its first stage of development and will continue to grow underneath the portfolio of the Communications and IT Director. The goal of the Marketplace is to grow current traffic such that it becomes one of the primary online “Buy/Sell” resources on Campus. Additionally, the Communications and IT Director will work towards the future goal of complete synchronization of the SSMU Marketplace with SSMU Marketplace social media (Twitter & Facebook). As the SSMU Marketplace develops, the Communications and IT Director will draft designs for software updates and structural improvements. As traffic and usage of the SSMU Marketplace grows, the Communications and IT Director and VP Internal will work in conjunction with the SSMU Sponsorship Administrator to gain sponsorship and/or advertising opportunities.

## Listserv

The SSMU Listserv, along with the SSMU website, is the most visible aspect of SSMU’s communication with its members. The Listserv is a weekly email that is sent to the student members, and arguably, the method by which most students receive information from the SSMU. The Listserv is drafted and sent by the Vice-President Internal and includes updates from around campus.

### General Listserv

The SSMU Listserv is sent by the VP Internal on a weekly basis, and includes short blurbs from groups around Campus. The blurbs are sent in to the VP Internal who compiles them and chooses which blurbs will make the “short-list” for the week. Once the week’s emails are chosen, the VP Internal will send the blurbs to the Communications and IT Director who will direct the SSMU Translator to translate all of the text. This information is sent back once translated and delivered to the student members.

- Subscription Rate: 21,925
- Open Rate: 6,450 (29.4%)
- Industry Average: 18.0%

The blurbs that are chosen to be on the SSMU Listserv are at the discretion of the VP Internal; however, it is strictly prohibited to publicize materials from external corporations or sponsors. The priority is based on the following guidelines:

- 1) Emergency Notices or Announcements;
- 2) Executives Portfolios & SSMU Events;
- 3) SSMU Clubs;
- 4) SSMU Services;
- 5) SSMU Affiliates (ISG’s, Collaborating Groups); and

The goal of the SSMU Listserv is to increase readership, maintain subscriptions and maximize the personal interaction with each student by ensuring the information broadcasted in the email relates to the student members.



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
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## MailChimp

The SSMU Listserv is sent through the online website “MailChimp” which specializes in delivering emails to large lists of addresses. The email list is highly confidential and is only access by the Communications and IT Director and the VP Internal. The “MailChimp” subscription cost is handled by the VP Internal, using her/his SSMU Credit Card. The website provides updated information on the total number of students subscribed to the email list, how many students read each email, which links are clicked from each email and other statistics.

## AlterEgo

“MailChimp” operates with an iPhone App called “AlterEgo” which provides the Society with increased protection of the mailing list of its members. The App is downloaded from the iPhone App-Store and provides an additional password to the MailChimp log-in information that is randomly generated when the App is opened. The password must be entered within a time limit or AlterEgo generates another randomized code.

## Clubs and Services Listserv

The Clubs & Services Listserv is sent by the VP Clubs & Services on a weekly/bi-weekly basis, and includes short blurbs from SSMU Clubs & Services. The blurbs are sent to the VP Clubs and Services who compiles them and chooses which blurbs will make the “short-list” for the week. Once the week’s emails are chosen, the VP Clubs and Services delivers the blurbs to the Communications and IT Director who directs the SSMU Translator to translate the text. This information is returned once it is translated and delivered to the members of SSMU Clubs and Services. The Listserv delivers information that the VP Clubs and Services needs to communicate to Clubs or Services at large, general announcements about Clubs or Services, and information about events.

The current subscription rate of the Clubs and Services Listserv is 853 and the goal of the Clubs & Services Listserv is to increase readership, maintain subscriptions and maximize the personal interaction with each student by ensuring the information broadcasted in the email relates to the members of SSMU Clubs & Services.

## Publications

As mentioned in the SSMU BY-LAW BOOK III, “The Society’s Publications are those publications that are formally recognized by Council to form an integral part of the Student’s Society program and service to Students...publications may include but are not limited to: Old McGill, the SSMU Handbook” (Page 13). As the two accredited publications by SSMU’s Council, “Old McGill” and the “SSMU Student Handbook” are the two main print-based communications of the SSMU.

## Handbook

The official name of the SSMU Handbook is “SSMU Student Handbook.” The purpose of the handbook is to inform McGill students about the SSMU, McGill University, and Montreal, with an emphasis on the SSMU. The Handbook is created by one or two Handbook Editors, the Executive Committee, and the Communications and IT Director; however, the production of the Handbook is contained within the President’s Portfolio. The Sponsorship Administrator arranges all of the advertising for the Student Handbook.



# Communication Guide

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The content of the Handbook shall represent the Student's Society of McGill University and the final judgment surrounding content is reserved for the Executive Committee, although, direct supervision is the responsibility of the President. The Executive Committee reserves the right to overturn the final copy in the event the Handbook does not reflect the Constitution, Bylaws and/or Policies of the SSMU.

The Handbook is one of the most popular student publications on campus. It is distributed free of charge at the SSMU Front Desk and a table in the University Centre lobby at the end of the summer and it is given to the Incoming Class each calendar year. It is divided into the following sections:

- Essential Information
- Your Student's Society
- Your University
- Student Life & Health
- Life In Montreal
- Agenda

The goal of the Student Handbook is to provide an accurate representation of the Students' Society of McGill University. The Handbook aims to inform student members of the McGill Campus, student services and life in Montreal. Additionally, the financial sustainability of the Communications and Publications Budget is secured by revenues generated from Handbook advertisement.

## Yearbook

The official name of the SSMU Yearbook is "Old McGill." The purpose of the yearbook is to provide a print/digital publication that highlights student life at McGill. Old McGill has been in production since its first issue in 1898. It showcases the various clubs, services, sports teams/groups on Campus, as well as the photos of the Graduating Class. Old McGill is designed and produced by the VP Internal, the Communications and IT Director and a Yearbook Committee lead by the Editor-in-Chief.

Old McGill is sold to the student members to cover the production costs. Traditionally, the Yearbook has ordered a large amount of books more than have been sold. Reasons for this are often the price point of the Yearbook, promotion leading up to Convocation (the main period of sales), and/or location of the sales team. Due to these past issues with Old McGill, the "Yearbook Marketing Strategy" has been developed and will become an aspect of the larger "SSMU Communication Plan."

The goal of Old McGill is to provide a print/digital publication primarily targeting the Graduating Class of its student members depicting representations of student life during the graduating year. Additionally, the Yearbook aims to inform student members of the various activities around McGill Campus and student life in Montreal. It also supports the financial sustainability of the Communications and Publications budget through a break-even sales strategy.

## Surveys

As stated in the Constitution of the Students' Society of McGill University, "The Students' Society shall act as the official voice of the undergraduate and professional students of McGill and as a liaison between them and the University" (Page 2, Subsection IV). In order to represent the voice of our student members, the SSMU regularly solicits information from the students of the



# Communication Guide

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SSMU in the form of surveys. Surveys are used for individual initiatives, campaigns or political issues and they represent one of the main methods the SSMU obtains information from its members.

Surveys are administered in a variety of ways, including digital or print surveys, which are the most popular methods that the SSMU Executives gauge student interests or opinions. The SSMU has committed the ongoing investigation of alternative methods of surveying strategies and standards, including Soapbox an on-line opinion polling application. Soapbox is a relatively new acquisition and its ongoing usage will be determined in the 2013-2014 academic year. The information surrounding the SSMU's Survey Strategies can be found in the SSMU Communication Plan.

## External Promotion

External promotion of the SSMU can happen in forms of physical demonstration (e.g. presentation or tabling) or in the form of a public document (e.g. press release or letter). When creating an external promotion, the SSMU Executives, permanent, and/or non-permanent employees must understand that their actions represent the SSMU and the SSMU brand.

With regard to the design or style of the materials that are part of any display, the promotional material being distributed must adhere to the standards outlined in the "SSMU Design and Style Guide." In addition, any materials that may be released publicly in the event of a press release and/or public letter must adhere to the aforementioned guidelines.

## Presentations

A public presentation or display organized by the SSMU could include, but is not limited to, tabling at a campus event, attending an event for promotional purposes, or giving a presentation. In these cases, the General Manager of the SSMU must be consulted in conjunction with the President. Depending on the type of event, the SSMU will send appropriate representatives. In all cases, representatives are to adhere to the guidelines of the "SSMU Design and Style Guide." If the presentation or public appearance demands content outside the parameters of basic promotion, the Executive Committee will be consulted and limitations surrounding the content of the SSMU's public stance will be set.

## External Communication

External Communication of the SSMU includes all letters, official statements and/or press releases drafted by the Executive Committee released to bodies external to McGill University, the student body and McGill staff or any communication whose influence has implications beyond the previously mentioned parties.

## Sponsorship and Advertising

The sponsorship or advertising of the activities of the SSMU occurs at the University Centre, on the SSMU website, social media and at events. All event-based sponsorship or advertising is the responsibility of the VP Internal in conjunction with the Sponsorship Administrator, with the required approval of the VP Clubs and Services and the General Manager. All building-based sponsorship or advertising is the responsibility of the VP Clubs and Services in conjunction with the Sponsorship Administrator, with the required approval of the VP Clubs and Services and the General Manager. All on-line sponsorship is handled by the VP Internal, in conjunction with the



# Communication Guide

Brian Farnan, VP Internal Affairs | Ryan Hughes, Communications and IT Director  
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Sponsorship Administrator, with the required approval of the VP Internal and the General Manager.

## University Centre

The University Centre offers multiple opportunities to advertise, although there are certain restrictions in place:

- 1) Postering: There are no current agreements although advertising requests are not explicitly banned.
- 2) Digital Screens: Not permitted.
- 3) Flyering: Not permitted.
- 4) Tabling: Permitted via the External Booking Procedure (Events Administrator).

## SSMU Website

The SSMU Website cannot contain direct advertisements or sponsorship on the web pages. As the hub of student information, the Society avoids allowing any corporate or commercial influence on this space. The only aspect of the SSMU website that fields advertising is the SSMU Marketplace landing page. The following restrictions are in place:

- 1) SSMU Website: Not permitted.
- 2) Marketplace: Permitted, but is contingent on infrastructure development.

## Social Media

The SSMU's social media allows for limited promotions and advertising. Both the Facebook and Twitter pages restrict direct advertising by companies. Due to the streamlined nature of this communication, the SSMU will avoid cluttering it with advertising. If any sponsorships or advertising are negotiated, they must be indirect and irregular. The following restrictions are in place.

- 1) **Facebook:** Permitted via select companies using Indirect and irregular advertising.
- 2) **Twitter:** Permitted via select companies using Indirect and irregular advertising.

## Listserv

Advertisements are not permitted on the SSMU Listserv.

## Events

All Event-based sponsorship or advertising is the responsibility of the VP Internal in conjunction with the Sponsorship Administrator, with the required approval of the VP Clubs and Services and the General Manager. The VP Internal determines what aspects of the event can include advertising and/or promotions and negotiates accordingly. All decisions are ratified with the Executive Committee.