| **EFFECTIVE:** | August 2022 | **SUPERSEDED BY:** | HUCSC Constitution, HUCSC Bylaw 1 |
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| **AUTHORITY:** | HUCSC GA | **RATIFIED BY:** | HUCSC GA |
| **RELATED DOCUMENTS:** |  | **DATE:** | August 2022 |

**PREAMBLE:**

The HUCSC strives to conduct its business and activities in conformity with the highest ethical and moral standards. The HUCSC expects that all of its members will act in a manner that demonstrates such standards, thereby ensuring complete confidence in the integrity of the HUCSC.

**APPLICATION:**

This document applies to all members of the HUCSC and anyone reasonably considered to be associated with or representative of the HUCSC, including but not limited to Executive Members, Staff Members, Associates, Coordinators, Commissioners, Representatives, agents or representatives of council, and any club or student body ratified by the HUCSC.

**1.00 HUCSC LOGO AND PUBLIC RELATIONS MATERIAL OVERSIGHT**

1.01 The Vice-President Communications has full oversight over all public relations (PR) and communications material.

1.02 All members of the HUCSC are entitled to use official HUCSC PR material only if granted permission from the Vice-President Communications prior to their usage.

1.03 All ratified clubs and grants recipients are entitled to use official HUCSC PR material only if granted permission from the Vice-President Communications prior to their usage.

1.04 The Vice-President Communications has exclusive authority over all HUCSC information sharing mediums, including but not limited to:

(1) Billboards in or around the HUCSC office which are owned and/or operated by the HUCSC.

(2) Billboards in the SAC which are owned and/or operated by the HUCSC

(3) All official HUCSC social media platforms, including but not limited to Facebook pages, Twitter accounts, Instagram accounts, and any other social media pages on which the HUCSC operates.

(4) myhuron.ca and any other websites which the HUCSC may operate.

**2.00 CREATING AND AMENDING PUBLIC RELATIONS MATERIAL**

2.01 Any member of the HUCSC may create official public relations materials at any time only if granted permission from the Vice-President Communications.

2.02 Any member of the HUCSC who creates official content must sign and submit a Creative Contribution Release form.

2.03 Individuals who are the subject of promotion material (image or video) are required to sign and submit a written release consenting to the organization’s use of their image and likeness.

2.04 External parties (photographers, musicians, artists, composers, etc) are subject to submit a written release consenting the organization’s use of their content.

2.05 Public figures, entertainers, or performers are subject to 2.03 and 2.04 unless an MOU is in place. MOUs shall supersede the parameters of this policy.

2.06 The Vice-President Communications has final say over the usage of all official public relations materials. In granting permission for the use of any official public relations materials they may stipulate terms of use, including but not limited to:

(1) Types of materials used;

(2) Design, size, and style;

(3) Location, and placement;

(4) And duration for which the materials may be used.

2.07 The HUCSC logo, website URL, official titles/account names for all social media platforms and official HUCSC contact emails may only be changed in four-year intervals, beginning in the 2015/2016 fiscal year.

(1) Any of the above may be changed within the 4 year interval if reasonable rationale is provided in the proposal.

2.08 Any such changes may only be made following a review and subsequent proposal for new public relations material by the Executive. These changes must then be approved by a simple majority in a vote of the General Assembly.

**3.00 EXTERNAL PARTIES AND MATERIAL**

3.01 Media, press, and external advertising agencies are required to provide a written hold harmless and indemnity agreement. Indemnification is required to be backed by an

insurance policy.

3.02 Links to third parties on official HUCSC websites must be obtained with permission

from the party.

3.03 Copyright law and parameters of licenses must be adhered to when using creative

content from external parties. Where applicable, rights must be obtained via granted

permission, license agreement, or other contractual agreement. Licensing will be purchased where required.

**4.00 ENACTING AND AMENDING THIS POLICY**

4.01 Further Procedures necessary for the effective and efficient implementation of this policy shall be established and amended as necessary by the HUCSC General Assembly.

(1) The scope of such Procedures is limited to the scope of this policy.

(2) In the event of any conflict, this Policy supersedes any documents created under it.

(3) Any new Procedures and amendments to any existing Procedures must be ratified by the HUCSC General Assembly before taking effect.