

De La Salle University
University Student Government
Legislative Assembly

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Status: Approved

Resolution No. 2016-30

Sponsored by: *Rules and Policies Committee*

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Shaira Roleda, OSEC Chairperson for Social Media

**RESOLUTION CALLING FOR THE IMPLEMENTATION OF
THE SOCIAL MEDIA MANUAL**

Resolution proposing the revision of the Social Media Manual on which includes more accurate processes and provisions for more effective information dissemination.

Whereas, the Legislative Assembly is the highest policy-making body of the University Student Government (University Student Government Constitution Article XIV, Section 1);

Whereas, the Rules & Policies Committee shall initiate the review of the rules, policies, and procedures of the Legislative Assembly, De La Salle University Student Government, and De La Salle University, in coordination with the concerned offices and/or units, and present recommendations to the Legislative Assembly, De La Salle University Student Government Executive Committee and offices concerned (LA Rules of Internal Governance Article VII, Section 3.1);

Whereas, it is part of functions and responsibilities of the Legislative Assembly representative to pass resolutions that are of relevance to the studentry (University Student Government Article XIV, Section 5);

Whereas, the USG shall have the power of which emanates from the student body. It shall be the sole, unified, autonomous and democratic representative body of the students (University Student Government Article III, Section 1);

Whereas, the Executive Secretary shall supervise the information dissemination of the University wide activities, programs and campaigns of the USG through publicity, publications and the like (University Student Government Article IX, Section 4);

Whereas, the Office of the Secretary sees the need to create guidelines in the information dissemination of the USG;

Whereas, the co-authors of this resolution believes that this revised Social Media Manual and its institutionalization will help in the proper and more effective information dissemination;

Whereas, the elected officers of the University Student Government Executive Committee for this school year be comprised of:

President: Zed Laqui (0906 271 4722)

Vice President for Internal Affairs: Karl Ong (0917 855 7398)

VP for External Affairs: Reigner Sanchez (0917 549 3115)

Executive Secretary: Monica Otayza (0917 880 2796)

Executive Treasurer: Brian Chen (0917 850 3452)

College Presidents:

Rizza Tan – RVR COB (0917 505 0695)

Justine Basco – GCOE (0917 882 0509)

Jorge Francisco – CCS (0917 327 1996)

Chloe Cheng – SOE (0977 805 7842)

Cel Cruz – BAGCED (0917 896 0823)

Gabbie Perez – CLA (0917 507 7750)

Kyle Junsay – COS (0915 998 2974)

Kristian Sisayan – DLSU-STC (0915 279 4137);

Whereas, the officers in charge of the Social Media Manual from the Office of the

Executive Secretary for this school year be comprised of:

OSEC Chairperson for Social Media - Jannah Ledesma (09153093909)

OSEC Chairperson for Social Media - Shaira Roleda (09177122695);

Wherefore, be it resolved that this Social Media Manual be effective as soon as this resolution is passed;

Wherefore, this resolution be implemented this school year and the succeeding years unless a resolution supersedes it;

Wherefore, be it further resolved that the rules be forwarded to the all the branches of the USG for them to be aware of the new rules and take responsibility in disseminating the information to their appointed;

Wherefore, be it finally resolved that the Executive Secretary be the administrator of the manual once implemented.

Adopted, January 27, 2017.

Appendix A

DE LA SALLE UNIVERSITY

University Student Government

Social Media Manual

TABLE OF CONTENTS

ARTICLE I: Unified Blasting Process

ARTICLE II: USG Website

ARTICLE III: Facebook

ARTICLE IV: Emergency Blasting

ARTICLE V: Twitter

ARTICLE VI: USG Text Messaging System

ARTICLE VII: Telegram

ARTICLE VIII: DLSU USG Blasting Scheme

ARTICLE IX: Concerns

ARTICLE X: Separability Clause

ARTICLE XI: Amendments

ARTICLE XII: Effectivity Clause

SOCIAL MEDIA MANUAL

As student leaders, one of our tasks is to foster effective communication between the University Student Government (USG) and the student body of De La Salle University (DLSU). We would like to heighten awareness by improving two-way communication through the integration of various media channels in disseminating information and acquiring feedback. This can be achieved through the effective and efficient use of social media, and the cooperation of all USG units. This document contains guidelines and all necessary information regarding the different social media tools that will be used by the entire USG.

ARTICLE I: UNIFIED BLASTING PROCESS

- 1.1 All official university-wide announcements should pass through the Executive Secretary, her Chief-of-Staff, or Chairperson for Social Media. Elected officers are generally prohibited from releasing their own university-wide announcements (i.e. enrollment, adjustment, suspension of classes) on their own social media accounts to maintain a streamlined message and avoid miscommunication. Official USG College and Batch accounts are allowed to release their own university-wide announcements only if the Office of the Executive Secretary (OSEC) has not released an announcement within an hour after any DLSU administrative officer has released its own announcement.
 - 1.1.1 The Office of the Executive Secretary (OSEC) will blast official announcements in the USG website, official USG Facebook Page, official Twitter account, and official Telegram bot.
 - 1.1.1.1 All official announcements begin with the phrase 'USG Announce' or 'Student Services' depending on the type of announcement. Uploaded university-wide posters will still have an official caption to be maintained by all units when blasting.
 - 1.1.1.2 Elected officers must share the announcements verbatim and may not make any changes on them.
 - 1.1.1.3 Elected officers must constantly check the USG Elected group for announcements.
 - 1.1.2 Elected officers should be proactive and raise possible concerns/announcements to OSEC to be blasted in a unified manner. However, if no official announcement has been announced by the OSEC

regarding university-wide concerns at least 3 hours after being informed, the informing party shall post the official announcement.

- 1.1.3 Elected officers may post follow up reminders regarding the official announcement, only after having posted the official announcement itself.

Example:

Official Announcement: [USG ANNOUNCE] Claiming of EAF will be on May 24, 2016

Follow up reminder: Good morning, batchmates! Don't forget to claim your EAFs today.

- 1.1.4 College units may create their own publicity regarding college specific university-wide processes (i.e. special classes, petition of courses).
- 1.1.5 All posters must adhere to the specified format in the Social Media Branding Guide.
- 1.1.6 All university wide announcements should pass through the DLSU USG Blasting Scheme found in Section 8 unless in situations as stated in Section 1.1.

ARTICLE II: ONLINE STUDENTS' HUB

2.1 The Online Students' Hub (www.dlsu-usg.com) is intended to be the central hub of information for the student body about university-wide information and announcements from the University Student Government, Student Sectors, and Administrative Sectors.

2.1.1 All pertinent information will be posted on the USG Website.

2.1.2 The website will contain information on the programs and initiatives of the USG, Student, and Admin sectors for the school year. It will also contain important schedules and links that the students might need.

ARTICLE III: FACEBOOK

3.1 The USG will have an official Facebook page shared by all the Executive Board offices. University related matters will be posted through this account.

3.1.1 The official USG Facebook page: *DLSU USG*

3.1.2 The official USG Facebook link: <https://www.facebook.com/dlsu.usg>

3.1.3 Official announcements will be posted on the USG Facebook account.

3.1.4 Facebook blasting format as follows:

[USG ANNOUNCE] / [STUDENT SERVICES]

Title

Announcement

Publicity Material

3.1.5 All elected and appointed officers are required to like the DLSU USG Facebook page.

3.1.6 All elected officers are encouraged to share the USG account on their walls and batch/college groups.

3.1.7 All appointed officers are encouraged to share and like the posts of DLSU USG.

3.1.8 Wall posts in the DLSU USG page on promotions and advertisements not concerned with the USG (i.e. selling of marketing products, external announcements) are prohibited and will be automatically removed by the administrators.

3.2 Only the college units, batch units, Judiciary and Legislative Assembly are allowed to have their own Facebook account/page. College and batch projects will be posted using their respective unit's account.

3.2.1 Each college unit and batch unit is required to utilize their official Facebook account/page for posting announcements.

3.3 All units must have their own college/batch group to ensure effectiveness and efficiency of communication with the student body. These college/batch groups shall be determined by the Executive Board of the respective college/batch and their respective Communications Committee Chairperson,

3.3.1 Elected officers must maximize college and batch Facebook groups in information dissemination. The respective Facebook groups will be the primary source of information for students.

3.3.2 All batch and college Facebook groups must have an OSEC member that is not an active member of a political party as a moderator of the group. The said officer as a moderator shall:

3.3.2.1 Approve all university-wide announcements if they have not yet been approved by the Elected Officer;

3.3.2.2 Share all university-wide announcements from the DLSU USG Facebook page in the batch and college groups if they have not yet been shared by the Elected Officer an hour after the post has been published;

3.3.2.3 Maintain the group by deleting posts that have already been posted previously by the Elected Officer

3.3.3 All college and batch presidents are required to add a short description in the “about” page of and the contact information of the executive board, their respective college president, and their batch level representatives. Below is the suggested format:

If you have any questions, please do not hesitate to contact:

University Student Government Executive Board

President – Contact number

Vice President for Internal Affairs – Contact number

Vice President for External Affairs – Contact number

Executive Secretary – Contact number

Executive Treasurer – Contact number

Name of College (i.e. College of Computer Studies)

College President – Contact number

Batch President – Contact number

Batch Vice President – Contact number

Legislative Assembly Representative – Contact number

3.3.4 Administrators of the official USG University Wide Facebook account/pages should only be comprised of the following: Executive Secretary, College President, and Elected Officers of the Unit, while official

USG College Specific Batch Groups should only be comprised of the following: Executive Secretary, and the Elected Officers of the unit

3.3.4.1 For freshmen groups, the USG Executive Board, respective College Presidents, and an OSEC officer should be administrators. This is to ensure that there is proper networking and monitoring of the groups while the batches have yet to elect their representatives.

3.3.4.1.1 After the election of the frosh officers, Section 3.3.4 will apply.

3.3.5 Administrators are responsible for managing and monitoring content being posted on the groups. Section 3.1.5 shall be strictly implemented.

3.3.5.1 Personal posts such as networking, job openings, other opportunities, and the like, to heighten camaraderie among group members are strictly prohibited through the USG Accounts.

3.3.5.2 Vulgar and offensive posts should be strictly prohibited and will be automatically removed by the administrators.

3.3.5.3 Double posting of information is strongly discouraged. Administrators and moderators should be vigilant in erasing succeeding posts of the same announcements to avoid clutter and confusion in the group.

3.5.5.4 Administrators and USG officers are responsible for addressing all questions and inquiries as soon as possible.

3.5.5.5.1 Responses by fellow students must be affirmed or corrected by respective USG officers in the group.

3.3.6 College and batch Facebook account/page must be registered with OSEC to be considered official.

3.3.6.1 Freshmen groups will be created by OSEC.

ARTICLE IV: EMERGENCY BLASTING

4.1 Emergency is defined as a situation that requires immediate attention and response. It is a situation that involves injury, loss of life, damage to property, or

catastrophic interference with normal activities.

4.2 All emergency announcements should pass through the Executive Secretary. Elected officers are prohibited from releasing their own university-wide emergency announcements (i.e. suspension of classes) to maintain a streamlined message and avoid miscommunication.

4.3 All elected officers should wait for the official announcement by DLSU before they can disseminate information to the student body.

4.3.1 For official announcements, refer to the DLSU USG Facebook, Twitter, and Telegram accounts.

4.3.2 Elected officers are only allowed to copy and paste the entire post, share or retweet the said announcements.

4.3.3 Elected officers must text the announcements verbatim and may not make any changes on them.

ARTICLE V: TWITTER

5.1 The USG will have only one official Twitter account.

5.1.1 The official Twitter name: *@usg_dlsu*

5.1.2 The official Twitter link: *www.twitter.com/usg_dlsu*

5.1.3 Parallel to Facebook, the Twitter account will be posting “USG Announce,” together with a shortened version of the original Facebook post.

5.1.4 Twitter blasting format as follows:

[USG ANNOUNCE] / [STUDENT SERVICES]

Title

Announcement

Publicity

Material

5.2 USG Twitter will only follow government agencies, news agencies, as well as official units, official student organizations, and office accounts from DLSU.

5.3 USG twitter will only retweet tweets from organization mentioned in Section 5.2.

5.4 All units should follow and encourage all appointed officers to follow and retweet the USG Twitter account link on their own twitter feeds.

5.5 Promotion and advertisements that do not concern the USG (e.g. selling of marketing products) are prohibited – the administrators of the Twitter account will automatically remove such tweets.

5.6 Elected officers' personal accounts and college/batch twitter accounts are encouraged to retweet official announcements posted on the USG Twitter account (See Section 1).

5.7 If there are no blasts throughout the week, the assigned Social Media Officer from OSEC will tweet quotes on leadership/empowerment or questions to keep the account active.

5.8 All questions and inquiries by the student body to the official Twitter account of the USG should be answered in a public tweet. However, if the form of inquiry is through a direct message, the question should be answered through the same form but a public tweet regarding the answer to the query shall be made in the form of a general announcement.

ARTICLE VI: USG Text Messaging System

6.1 The USG Text Messaging System is a centralized text-messaging system to be used for important announcements such as Suspension of Classes and University-wide schedules.

6.1.1 Announcements (classes, schedules, university-wide activities, and emergencies) will be disseminated to the students' subscribed cellphone number for free via Globe, Smart, and Sun Cellular.

6.2 The USG Text Messaging System will allow students to receive announcements via SMS.

ARTICLE VII: TELEGRAM

7.1 The USG will have only one official Telegram Bot.

7.1.1 The official Telegram name: @dlsu_usg_bot

7.2 The DLSU USG Telegram account is an official channel for posting

announcements, schedules, and contact details, as well as for facility reports to be monitored by the University Student Government.

7.3. The DLSU USG Telegram account is an official bot that shall be used by the Executive Secretary, OSEC's Chief-of-Staff, Vice President for Internal Affairs, and OVPIA's Chief-of-Staff.

7.4 Announcements being posted on the DLSU USG website, Facebook and Twitter page may have a corresponding version on Telegram to ensure proper communication.

ARTICLE VIII: DLSU USG BLASTING SCHEDULE

8.1 All requesting units or officers must ensure that the Department of Approval and Monitoring (DAAM) or the Office of the Student Leadership, Involvement, Formation and Empowerment (SLIFE) has approved the project before sending a publicity request.

8.1.1 All Publicity Materials must be approved by DAAM prior to blasting.

8.2 The following steps should be followed to enforce a disciplined and unified DLSU USG:

8.2.1 Accomplish OSEC Publicity Blasting request form via e-mail following the guidelines at least a day before requested blasting time.

8.2.1.1 OSEC Publicity Blasting Request Guidelines Link:
www.tinyurl.com/OSECBlastingGuidelines

8.2.2 Send the email containing the publicity materials, caption, other special instructions, and the like to the official OSEC e-mail address.

8.2.2.1 The official OSEC e-mail account: osecdlsu@gmail.com

8.2.2.2 Message should contain the following:

8.2.2.2.1 For Subject: [PUB Request] <space> UNIT: <space>
Title of Activity

8.2.2.2.2 For Body: UNIT <space> Title of Activity <space>

Date of Blasting <space> Time of Blasting <space>
Caption for Facebook: <space> Caption for Twitter:"

8.2.3 Send an SMS to the Chairperson for Social Media at his/her respective contact number right after the request has been sent through e-mail..

8.2.3.1 Format is as follows:

8.2.3.1.1 [PUB Request] <space> UNIT: <space> Title of Activity

8.2.3.1.2 UNIT <space> Title of Activity <space> Date of Blasting <space> Time of Blasting <space>

8.2.3.2 Emails should be sent in the following schedule:

8.2.3.2.1 Publicity materials to be blasted at 3:00PM and 3:30PM should be sent on or before 2:00PM.

8.2.3.2.2 Publicity materials to be blasted at 4:00PM and 4:30PM should be sent on or before 3:00PM.

8.2.3.2.3 Publicity materials to be blasted at 5:00PM and 5:30PM should be sent on or before 4:00PM.

8.2.3.2.4 Publicity materials to be blasted at 6:00PM and 6:30PM should be sent on or before 5:00PM.

8.2.3.2.5 Publicity materials to be blasted at 7:00PM and 7:30PM should be sent on or before 6:00PM.

8.2.3.2.6 Publicity materials to be blasted at 8:00PM and 8:30PM should be sent on or before 7:00PM.

8.2.3.2.7 Publicity materials to be blasted at 9:00PM, 9:15PM and 9:30PM and 9:45PM should be sent on or before 8:00PM.

8.2.3.2.8 Publicity materials to be blasted at 10:00PM, 10:15PM and 10:30PM and 10:45PM should be sent on or

before 9:00PM.

8.2.3.3 Any email sent after 9:00PM will be blasted the next day, unless subjected to emergency blasting. Refer to Section 4.

ARTICLE IX: CONCERNS

10.1 For questions, concerns, suggestions and/or clarifications regarding the Social Media Manual, you may contact the following:

USG Executive Secretary - Name (Contact Number)

OSEC Chief-of-Staff - Name (Contact Number)

OSEC Chairperson for Social Media – Name (Contact Number)

OSEC Chairperson for Social Media - Name (Contact Number)

ARTICLE X: SEPARABILITY CLAUSE

If any portion or provision of this Manual is declared void or unconstitutional, the remaining proportions or provisions hereof shall not be affected by such declaration.

ARTICLE XI: AMENDMENTS

Amendments to these Rules can be proposed by any Legislative Assembly Representative through a resolution and shall be approved through a two-third majority vote of the Legislative Assembly.

ARTICLE XII: EFFECTIVITY CLAUSE

This Manual shall be effective for AY 2016-2017 and indefinitely, until further revisions be proposed and approved by a two-thirds vote of the Legislative Assembly.