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STUDENT GOVERNANCE MASS COMMUNICATION

Divisions for Student Affairs, Corporate Communications and Marketing, and Information Governance

The contents of this document is applicable to the external¹ communication of the following Student Governance structures ('structures'):

- Students' Representative Council (SRC)
- Tygerberg Student Council (TSR)
- Student Parliament
- Election Convenors

Stellenbosch University (SU) aims to communicate by providing integrated communications programmes and processes that are focused on facilitating and accelerating institutional vision attainment. We create a competitive advantage for SU by implementing effective communication programmes and optimising stakeholder relationship management, thereby enabling SU to realise its aspiration of being an inclusive, innovative, and future-focused institution.

In accordance with the *Protection of Personal Information Act 4 of 2013* (POPIA) and the *General Data Protection Regulation EU 2016/679* (GDPR), the following community guidelines are agreed to with regards to external communication by structures:

I. Websites

- The SU website(s) of structures are used as the base of all communication and all relevant information is uploaded onto the website, for students to access.
- Website training should be completed by each structure at the beginning of their term.
- Support for these websites are provided by CCMD.
 - i. 3-year archive cycle – keep the documents on the platform for three years then transfer them to a permanent repository.

¹ External communication is the transmission of information between the structure and members who do not formally form part of the structure's internal workings, i.e. student and staff.

2. Social media

- Structures are encouraged to use various social media channels and platforms to spread information to students but should not rely on these as a primary means of communication.

3. Mass mailers

- No mass mailers may be sent to any students if such mailers do not have an unsubscribe option², i.e. Sympa may not be used to send out mass mailers; the preferred platform is Everlytic.
- In the case where a structure wants to send out a mass mailer to campus, the costs of the mailer will be covered by the relevant structure.
- Mass mailers are limited to one (1) per structure per academic term, i.e. four (4) per academic year and the costs of the mailer will be covered by the relevant structure.
 - i. An exception to this rule is made for the Election Convenors who may send out six (6) mass mailers per academic year, disseminated at their discretion, and the costs of the mailer will be covered by the relevant structure.
- In the case of crisis communication³, a structure may send out (a) mass mailer(s) to students, with consultation from the Divisions for Student Affairs (DSAf) and Corporate Communications and Marketing (CCMD). The costs thereof are covered by the relevant structure.
- All requests for mass mailers must be sent to the DSAf Communications Coordinator and the Student Governance Office.
- The accuracy and truthfulness of the content is the responsibility of the relevant structure.
- The relevant structure has to sign off on a [TEST] mailer before it is sent out.

Note: All mass mailer requests have a turnaround time of 24 - 48 hours.

4. Maties@StellenboschUni

- Structures are encouraged to advertise events, meetings and other information relevant to the student union in the dedicated areas of the student newsletter, if such content are in line with the values of SU.

For more information, please contact the DSAf Communications Coordinator – dsafmedia@sun.ac.za.

² Communication for which students do subscribe, should be done in accordance with the POPIA and GDPR.

³ As defined by the *SU Crisis Communication Plan*