



DeGroote Commerce Society Communication Policy

i. Policy Statement

The purpose of this policy is to ensure that communications across the DeGroote Commerce Society (DCS) are well co-ordinated, effectively managed and responsive to the information needs of all Commerce undergraduate students.

ii. Communication Channels

- a) All DCS members, as defined in the constitution, are entitled to use any communication channel provided by the DCS. Available channels include, but are not limited to:
1. DCS Bulletin (Email)
 2. DCS Website
 3. DCS Social Media
 4. DCS Mobile App

1) DCS Bulletin

1.1 Introduction

The DCS Bulletin is sent out weekly to all undergraduate commerce students. The purpose of the bulletin is to provide students with timely, accurate, clear, objective and complete information about its policies, programs, services and initiatives.

1.2 Guidelines

A bulletin form (found on the DCS website: www.degrootecommerce.ca) must be submitted electronically to vpoperations@degrootecommerce.ca no later than Sunday by 7:00pm. It is guaranteed that the announcement will be placed in the bulletin if the form is received by this time. If a form is submitted past the deadline, it is up to the discretion of the VP Operations whether or not the item will be included.

Examples of items include, but are not limited to, the following:

- Upcoming events
- Open meetings
- Workshops
- Information sessions
- Important administration notices
- Important deadlines

1.3 Attachments

Attachments are allowed to be sent with an announcement in the weekly bulletin, however, a link to the DCS facebook page may be used. For example, a word document may be directly attached only if it is required (i.e. application forms). However, pictures will be uploaded to the DCS facebook page, and a link to these pictures will be posted within each announcement in the bulletin. (This is because pictures are usually too large to attach in an email and then the emails will flood students' inboxes)

1.4 Length of Announcements

Announcements should be kept to a maximum of 175 words. If the notice is longer, a link should be provided to the entire notice online.

1.5 Contact Information

Each item in the bulletin must have a contact person/email so that all questions regarding that announcement are directed to the appropriate party, not channeled through the DCS. If this information is missing in the announcement, the VP Operations will add the contact information that was provided in the bulletin form.

1.6 Repeat Announcements

If someone wishes to have an announcement repeated in consecutive bulletins, it must be stated in the bulletin form as well as in the email. In addition, an email to remind the VP Operations to repeat an announcement in the bulletin is also encouraged.

1.7 DCS Email Account

The University assigned email account for the DCS is dcs@mcmaster.ca. This email shall be the official means of communication that the DCS has with all students, Faculty, and staff.

1.8 Email Accountability

The VP Operations is responsible for the upkeep of this account. This includes, but is not limited to: answering questions regarding events, forwarding emails to the appropriate parties, and ensuring that all emails sent from the account are of value to students and not considered spam. The VP Operations should check this email once a day to ensure no important emails are missed.

1.9 Use of Email

Since the launch of the DCS Bulletin, clubs and committees may not request to have a mass email sent out to all students. This change was made to ensure that students receive all important information in a single email, rather than have their inboxes flooded throughout the week.

1.10 Extraordinary Items

The President & CEO is allowed to authorize that an email can be sent out, but only if it is an emergency or the announcement needs to be relayed immediately. It is recommended that all clubs and committees utilize the bulletin/social media services of the DCS to relay important information.

2) DCS Website

2.1 Introduction

The DCS Website (www.degrootecommerce.ca) is available for all students to visit to find information regarding events, executive team members, committees and clubs, conferences, etc.

2.2 Guidelines

Individuals who would like something included in the website must send their content to mediadirector@degrootecommerce.ca. Events or information that needs to be published immediately will appear on the main homepage. Any DCS member who requests a change to information on a channel will be able to do so.

2.3 Attachments

Attachments are allowed to be sent with an announcement for the website, along with links to other sites. For example, a word document may be directly attached only if it is required (i.e. application forms). Pictures can also be uploaded to the DCS website and will appear as a slideshow either on the “photos” page or on the individual entry

2.4 Length of Announcements

Announcements should be a reasonable length, as not to take up the entire main page of the website. If too long, they will be requested to be cut down.

2.5 Contact Information

Each item on the website must have a contact person/email so that all questions regarding that announcement are directed to the appropriate party, not channeled through the DCS. If this information is missing, the notice will not be posted online.

3) DCS Social Media Platforms

3.1 Introduction

The current DCS Social Media platforms include Facebook (www.facebook.com/degrootecommerceociety), and Twitter (www.twitter.com/dcsatmac). The purpose of these platforms is to keep DCS members who are members of these sites informed of the content included on the website and on the bulletin. Messages will be shorter in length and both platforms are linked together to keep messages consistent.

3.2 Guidelines

Individuals who would like something included on the social media platforms must send their content to mediadirector@degrootecommerce.ca at least 24 hours before the stated message should appear online. As well, if content should appear consistently, or on a regular basis, a timeline of when certain messages should be distributed should be included with the content. The easiest method to do so is in a table format where dates and the corresponding message can be clearly linked together as to avoid any confusion. Facebook messages should be less than 900 characters and are identically included in Twitter automatically. Any Twitter-only messages must be less than 200 characters. Any DCS member who requests a change to information on a channel will be able to do so.

3.3 Attachments

Attachments are allowed to be sent with an announcement for the social media platforms, along with links to other sites. For example, link to external website may be included to forward readers on to read more than the allowed character limit. Pictures may also be included and are not included in the character limit.

3.4 Length of Announcements

As per the guidelines, Facebook messages should be less than 900 characters, while Twitter messages should be less than 200 characters (including any attached URLs)

3.5 Contact Information

Including contact information is optional for Social Media platforms, but messages must clearly be stated who they are coming from. Club/committee or event name will suffice.

4) DCS Mobile App

4.1 Introduction

The DCS Mobile App is available for select iPhone, Blackberry and Android users. The purpose is to translate information from the website directly to DCS member's individual cellular telephones. Information such as contact information or dates may be important to users to access with the ease of accessibility that a mobile app provides.

4.2 Guidelines

All content from the DCS website is automatically uploaded on to the mobile app. Photos must be included as an icon with each upload.

4.3 Length of Announcements

Messages must be less than 1000 characters to keep messages at a readable limit