EMORY GSGA

Graduate Student Government Association

Communications Protocol

Last revised and approved: 2/21/24

Grounded in the authority outlined in the constitution of the Emory Graduate Student Government Association (GSGA), the following document serves as a practical guide for the GSGA's communication strategies in efforts to facilitate efficient communication between the graduate student body and their elected student representatives.

This communications protocol is designed to support our mission of ensuring equitable self-governance, safeguarding student rights, and facilitating community building among graduate students at Emory University.

Section 1: Overview and Revisions

A. This document is subject to the rules of the GSGA Constitution and Bylaws.
B. Regular revisions should be made to ensure accuracy.
C. All revisions must be approved via a simple majority vote of the GSGA Legislature and Executive Board.
   a. Exceptions for individual officers must be approved via a simple majority vote of the GSGA Executive Board and expire after the officer's term.
D. Instances of ambiguity should be submitted to the Chief Judge of the GSGA for clarification, within 1 week of notification.

Section 2: Content

All graduate students may submit content to be disseminated by the GSGA via emailing gsga@emory.edu. However, all messages are subject to review by the parties listed in this protocol. These parties reserve the right to deny dissemination of a message via GSGA channels if the content does not align with the purpose and function of the GSGA.

Content Submission Guidelines

	Purpose	**Relevant Information**	**Responsible Party**
Message Clarity	Ensure the announcement is clear, concise, and includes all necessary details	Situation, Event Details (Time, Date, Location, Fee, Dress Code)	VP of Marketing and Communications
Target Audience	Identify the specific target audience for the announcement		VP of Marketing and Communications
Alignment with Goals	Verify that the content aligns with the overall goals and objectives of the communication		VP of Marketing and Communications

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Section 2: Communication Channels

The VP of Marketing and Communications should choose the best method of content dissemination based on the following guidelines:

Guidelines for Selecting a Communication Channel

Platform	Purpose	Frequency	Audience	Timing Suggestions	Approval Process (Refer to Section 3)
Instagram	Advertise Events/Initiatives Market Event Videos	Regular updates	Followers of the GSGA Instagram account	Peak Engagement hours (Noon)	1
Graduate Communications Relay via The Hub	Provide information required for GSGA functioning and compliance, including elections materials.	As needed	All enrolled Graduate students	Mid-week for better attention	3
Graduate Student Government Association Relay via The Hub	Share major statements and/or updates relevant to the graduate student body. Share the Gradzette.	As needed	All enrolled Graduate students	Immediately upon approval	3
Canvas Page	Share and house resource links, updates/information on events/initiatives, governing documents, and other informational documents.	Monthly	All enrolled Graduate students	Mid-week for better attention	2
GSGA email (gsga@emory.edu)	Solicit questions/concerns and facilitate direct communication with graduate students.	As needed for each major event/change	Recipients of email correspondence	Within 48 business hours	2

Section 3 - Approval Processes

All content shared through official GSGA channels must undergo one of the following approval processes, as outlined in Section 2:

Approval Process 1

	Action	Details	Responsible Party
Step 1	Internal & Final Content Review	Ensure all content is reviewed for accuracy and appropriateness before dissemination	VP of Marketing and Communications, President

Approval Process 2

	Action	Details	Responsible Party
Step 1	Internal Content Review	Review content for accuracy and appropriateness prior to obtaining external/stakeholder reviews.	VP of Marketing and Communications
Step 2	Stakeholder Review	Obtain any necessary reviews from stakeholders.	VP of Marketing and Communications
Step 3	Final Content Review	Review content for accuracy and appropriateness.	VP of Marketing and Communications
Step 4	Disseminate Information		VP of Marketing and Communications, President

Approval Process 3

	Action	Details	Responsible Party
Step 1	Internal Content Review	Review content for accuracy and appropriateness prior to obtaining external/stakeholder reviews.	VP of Marketing and Communications
Step 2	Executive Board Approval	Simply majority vote to approve messaging undersigned by "the Graduate Student Government Association"	President
Step 3	Legislature Approval	Simply majority vote to approve messaging undersigned by "the Graduate Student Government Association"	Speaker of the Legislature
Step 4	Final Content Review	Review content for accuracy and appropriateness.	VP of Marketing and Communications
Step 5	Disseminate Information		VP of Marketing and Communications, President

Section 4: Access and Authority

A. All officers of the GSGA should retain the following levels of access to GSGA's platforms throughout their term. Changes can be made through the processes outlined in Section 1

B. As necessary for technical support, the Emory University Office of Information Technology will have full access to all platforms.

C. No individual, including the GSGA advisor, or Emory University staff, faculty, or administrative office may revoke access from any GSGA officer to any GSGA platform during the officer's term without:
    1. A written notification to gsga@emory.edu of
        i.   Officer's name and the reasoning for revoking access
        ii. Documentation of any university policies violated that warranted restrictions
    2. A 48-hour period to resolve any identified issues or violations

D. If these guidelines are not followed, the GSGA should engage in the following corrective action steps:
    1. File a formal complaint to the University Senate Open Expression Committee under Emory University's Respect for Open Expression Policy 8.14.
    2. Make the complaint publicly available to the graduate student body.

Communication Purposes

Role	Purpose
President	Facilitate internal and external operations.
VP Marketing and Communications	Facilitate internal and external communications.
Executive Vice President	Facilitate internal operations.
VP Finance	Facilitate financial functions.
Deputy VP of Finance	
VP Governance	Facilitate initiatives and programming.
VP Alumni Affairs	
VP Community Engagement	
VP Diversity, Equity, and Inclusion	
VP Student Affairs	
VP Student Programming	
VP Sustainability	
Legislators	
Speaker of the House	Facilitate legislative functions.
Chief Judge	Resolve conflicts and facilitate elections.
Judicial Panel	
Advisor	Support the GSGA Board.

Access Level By Platform

Position	Platform				
	Teams	GSGA Hub Page	Social Media (Instagram)	Canvas	Canva, Linktree and Other Marketing Accounts
President	Owner	All management features			
VP Marketing and Communications	Member	Limited: Full Access to "Events" and "Messaging"	Full	Teacher	Full
Executive Vice President	Owner	Limited: Full Access to all management features excluding "Messaging"			
VP Finance	Member				
Deputy VP of Finance					
VP Governance					
VP Alumni Affairs					
VP Community Engagement					
VP Diversity, Equity, and Inclusion					
VP Student Affairs					
VP Student Programming					
VP Sustainability				TA	
Legislators		Limited: Full Access to "Events"			
Speaker of the Legislature				Student	
Chief Judge					
Judicial Panel					
Advisor	Owner	All management features	None	Teacher	As needed