



MSS Communication Strategy

Applicable to MSS General Council, Standing Committees and Clubs

Last updated: 2018/11/12

General Guidelines

- All official communication* from MSS General Council, Standing Committees or Clubs **must be communicated via email** to the students - it cannot be only via Facebook;
- Information should be concise, clear, and professional;
- Please try to target the students that you wish to reach, i.e. try to not contact people to whom the information doesn't apply;
- If unsure how to communicate an information to students, please consult MSS VP Internal (vpinternal.mss@mail.mcgill.ca) or MSS President (president.mss@mail.mcgill.ca).

*This includes but is not limited to: services, opportunities, events (hereafter "MSS Events"), and information exclusive to MSS members.

Platforms

1. The Murmur (weekly newsletter)
 - MSS Events **must** be communicated to students **at least once** and **maximum twice** via the Murmur;
 - The MSS VP Internal may filter the Murmur as they see fit after consultation with the MSS President.
2. Class President email
 - Class-specific information and reminders.
3. Facebook Class Groups
 - Additional exposure to what has already been communicated through other means is acceptable only once per Class Facebook group;
 - Posts may be "bumped" but may not be reposted.
4. MSS Website Calendar:
 - MSS Events and deadlines must be added **as quickly as possible** to the MSS Website Calendar as other student groups use the calendar to organize their own events.
5. MSS Website:
 - Information from 1 and 2 is to be copied and stored in the MSS Website's Communications Archive page.

IMPORTANT:

- Information **may not** be duplicated between 1 and 2 (the emails);
- 1 and 2 (the emails) **may not** duplicate information from the UGME e-Digest;
- MSS President's emails are to the MSS President's discretion.



Exceptions

These guidelines do not apply to events from the MSS General Council where member participation may influence advocacy goals or good functioning of the Society. This includes but is not limited to the biannual General Assemblies.

Other exceptions may be allowed with reasonable and justifiable judgement (i.e. time-sensitive information), but must be approved by the MSS VP Internal and the MSS President prior to advertisement.