

OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)

19 – 21 October 2018

CEC USE OF SOCIAL MEDIA

The CEC is asked to:-

- i) **discuss** the use of Social Media by CEC members.

1. An introduction to the presentation

- 1.1. During the October 2018 CEC meeting VP Media Campaigns and the Head of Digital Communications intend to run a session on the use of Social Media by CEC members to stimulate discussion on what we consider best practice. We look forward to input from a range of social media users.
- 1.2. Discussion will include, but may not be limited to, what kind of accounts CEC members will choose or have chosen to set up on different Social Media platforms. In particular we will aim to weigh up the pros and the cons of the different options provided by Facebook.
- 1.3. Recommendations will also be provided on how CEC members describe their role, with a particular emphasis on avoiding acronyms and non-student friendly jargon.

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Vice President Media & Campaigns

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Head of Digital Communications