



University of Alberta Students' Union

**SOCIAL MEDIA
SUB- COMMITTEE**

**August 24th, 2022
9:00 P.M.
Zoom**

The University of Alberta and the University of Alberta Students' Union occupy Indigenous land in amiskwaciswaskahikan (Beaver Hills House), on Treaty 6 territory. From time immemorial, the banks along the river valley have been known as the Pehonan, a meeting place for the nêhiyawak (Cree), the Niitsitapi (Blackfoot), Métis, Dènesųłiné (Dene), Ojibway/Saulteaux/Anishinaabe, Haudenosaunee and others. The University, the Students' Union and much of the city are located on the unlawfully stolen land of the forcibly removed Papaschase Cree.

We acknowledge that sharing this land gives each of us the responsibility to research the historic contexts of Treaty 6, to reflect on our personal relationships to the land, the Nations we've named, and to our roles in upholding justice on this territory. Since they began, the Students' Union and the University have benefited from historic and ongoing dispossession of land and resources from Indigenous Peoples. As a result, it is our responsibility to seek the restitution of this land and its resources. Finally, we seek to do better by working to make our learning, research, and governance align with the histories, languages, teachings, and cultures of First Nations, Métis, and Inuit Peoples in the land presently occupied by the Canadian state.

We encourage critical reflection by asking the following question. In relation to the territory on which you are situated, what role do you play in strengthening the resistance and resurgence of Indigenous students within your communities?

ATTENDANCE

NAME	PROXY	PRESENT
Abdul Abbasi		Y
Charvi Dhamija		Y
Lionel Liu		Y
Ibukun Ojo		Y
Milan Regmi, Chair		Y
Daniela Carbajal Velez		N/A
Levi Flaman		N/A
Lionel Liu		N/A

MINUTES (SMS-2022-01)

2022-01/1

INTRODUCTION

2022-01/1a

Call to Order

REGMI: CALLED the meeting to order at 9:10 PM

2022-01/1b

Approval of Agenda

OJO/DHAMIJA MOVE TO approve the agenda
CARRIED

2022-01/1c

Approval of Minutes

OJO/ABBASI MOVE TO approve the meeting minutes (SMS-2022-00-M)
CARRIED

2022-01/1d

Chair's Business

REGMI: Had a conversation with CARBAJAL VELEZ, who has ideas/timeline for posting the social media posts and stories. CARBAJAL VELEZ is here to talk about the timeline and discuss it briefly with the committee

Also had a conversation with VILLOSO about how SMS can market the council mentorship program as well as other things. States that last year, the council did gift card giveaways. Anything the committee proposes will go through the execs first and then the marketing team before SMS implements it.

Reminds the committee to sign up for the council mentorship program if they're interested.

2022-01/2

QUESTION/DISCUSSION PERIOD

2022-01/3

COMMITTEE BUSINESS

2022-01/3a

Discussing a Timeline

REGMI: States that he had a conversation with CARBAJAL VELEZ and sent out a draft timeline for the posts and stories.

CARBAJAL VELEZ: States that the committee could do a big giveaway when Week of Welcome starts. Dumouchel stated that \$500 is allocated to the committee for the year. SMS could maybe do \$100-200 for the WOW giveaways to get a big head start. For example: AirPods because now they're not that expensive and it could be like asking students to follow us on instagram, repost and tag us on the stories. Especially for the first years as they can get their interests into the Council right from the start of their degrees.

Another suggestion was to do a 'what's happening at council and highlight aspects of the last meeting'. This could then be scheduled every Friday, before the council meetings. There could also be a council reminder story on council Tuesdays. On the giveaway part, there could also be a last week of classes wellness giveaway.

States that she can help with the templates, and that there's some educational content related to Council that could be developed (say how to construct an order paper or something like that).

REGMI: States that for the giveaways, anything monetary related would have to go through VILLOSO.

CARBAJAL VELEZ: Thinks that the committee shouldn't be restricted by marketing or VILLOSO as Dumouchel stated that SMS could have that money for their giveaways.

REGMI: The concern is more of accessibility, rather than restriction. Because then it wouldn't be fair to other councillors if only one committee has direct access to marketing.

CARBAJAL VELEZ: Doubts if the committee can do a giveaway in time for WOW, but it'll be great if there's one that gets organised.

REGMI: Can certainly talk to execs but right now the committee is bound by certain restrictions and bylaws. So the instructions given by the execs or the marketing team are supposed to be followed.

ABBASI: States that if it has to go through the execs then SMS can send it to the exec committee or rather bring it up at council. SMS can talk to the marketing team but not be bound by them.

REGMI: Agrees on that suggestion but wants to make sure everything is being followed. ABBASI's suggestion could certainly be brought up to CAC or the Exec Committee.

DHAMIJA: Asks what would be SMS's timeline to submit the committee's proposal to the marketing team.

REGMI: States that he wasn't given any specific timeline by VILLOSO or the marketing team. Thinks that the marketing team might be busy right now as WOW is coming up.

OJO: Asks if reaching out to the marketing team to get an idea of the timeline could be an action item.

REGMI: Yes, but we will have to take it to the exec team and then they can take it forward to marketing.

CARBAJAL VELEZ: Thinks that other than funding, the chair can take decisions and keep them (the execs and marketing team) in the loop. But SMS is not bound to this process by Bylaw.

REGMI: States that the marketing team comes into play only when SMS is spending money or doing any activity that's monetary.

CARBAJAL VELEZ: States that in the bylaw, SMS is not bound to have marketing's approval so SMS can still set up a giveaway.

REGMI: SMS is supposed to be the spokesperson for the council, and not the Students' Union. Hence, it wouldn't be fair to have access to marketing while the other committees don't. In case our committee has any issue with this, we can talk to FLAMAN (Bylaw Chair) and discuss it with CAC too.

ABBASI: Asks if the committee is over looking after the council social media page because councillors are the spokesperson for the council and the execs are for the SU.

REGMI: Yes, the council social media page will direct towards the things happening at council.

CARBAJAL VELEZ: Asks how the giveaway (like following the council page to win) represents the SU.

REGMI: States that it might be frustrating for some councillors, but they have to do it as other things are also being planned. Hence, if the committee has any issues, SMS can talk to the Bylaw Committee to amend bylaws or discuss it with the execs or CAC.

OJO/ABBASI MOVE TO extend the meeting by fifteen minutes.
CARRIED

CARBAJAL VELEZ/ABBASI MOVE TO go in-camera
CARRIED

CARBAJAL VELEZ/DHAMIJA MOVE TO go ex-camera
CARRIED

2022-01/3b

Week of Welcome/Councillor Mentorship Program Marketing and Promotion

REGMI: Plans to assign a lead for each part, to oversee and plan the activities. Once there's a plan, SMS can approve it at the next meetings and then work on it. Recommends that only himself and another person from the SMS committee do the posting and have the account credentials. Hence, wants to have one person that will post and others will design the posts and curate information.

FLAMAN: Asks if it goes against the terms of reference of the committee, because CAC specifically approved that posting to any social media account can be done by elected members or delegates of the sub-committee.

ABBASI/OJO MOVE TO extend the meeting by ten minutes
CARRIED

OJO: SMS could have a couple of people who are making the scheduled posts, and others for the instantaneous posts.

REGMI: This was suggested by VILLOSO, but we can certainly talk to her again or bring it up at CAC.

ABBASI: States that as we are in the position of councillors, all of us have the responsibility of posting. Agrees with OJO that maybe not everyone can post but everyone should have access to the account because the council has approved us to be the members of the committee.

REGMI: Yes we can certainly do that but what I said was just a recommendation given to me to make things easier, for security purposes.

FLAMAN: By gatekeeping it, there's not enough trust on the sub-committee members. The people who are posting know what they can and should post. So we should trust them with that knowledge to do what they're allowed and mandated to do it. And you as the moderator of the content, you can go have a lookover it, and then decide if something needs to come down.

REGMI: Yes that is fair, we can have permanent members to have access.

CARBAJAL VELEZ/DHAMIJA MOVE TO allow all permanent members of the SMS committee to have access to any council social media accounts for any posting and engagement purposes.
FAILED

FLAMAN: Speaks against the motion, saying we don't need a motion to affirm something that already exists.

ABBASI: Suggests that councillors like himself or OJO or CARBAJAL VELEZ can go with one, but others like science and arts can go once per day. And they should all go out sooner.

Audio recording was unclear.

REGMI: Agrees.

OJO: Agrees.

FLAMAN: Suggests that rather than waiting for the by-elections for vacancies to be filled, we can do most of them now and then have another one done for the newly elected councillors. But we shouldn't keep everyone waiting because then we won't get anything done.

REGMI: Asks for suggestions for posting: Should they all be done in one day or multiple days.

FLAMAN: Suggests to be done in multiple days if there are too many councillors. Maybe finding a way to do six councillors per day, and looking at the WOW calendar. If we start doing the bigger faculties and bring in the smaller ones too, we can make one post every 3-4 hours.

ABBASI: Agrees.

REGMI: Arts can be done as one day each. Asks if SMS wants to do this over a week.

OJO: Yes.

REGMI: Finalises doing councillor introductions from September 6-13. Asks when would be a good time to promote by-elections.

OJO: SMS could promote it during councillor introductions. Weekends could be considered an option, for example the 10th of September.

REGMI: Thinks 3rd-4th September would be more suitable with the by-election timelines.

OJO: Agrees, doing the councillor posts later will also encourage people to apply.

FLAMAN: States that the nomination package is due on the 15th of September, and hence 1st of September would be good too as it would give them a 2 weeks timeline. SMS could then start by-election promotion with the WOW days.

OJO: Suggests that more by-election promotion could be done around 2nd September. So that people have an idea of what's happening at the council.

REGMI: Agrees with OJO.

Finalises on starting to promote by-elections on 2nd September.

REGMI/ABBASI MOVE TO approve the calendar for postings that don't involve usage of monetary funds (for example, giveaways)

CARRIED

ABBASI: Points out that there are 32 councillors in total, and there are 10 vacancies which gives Students' Council 22 councillors currently. But upon counting councillor names, it totals to 25 councillors.

FLAMAN: States that there could be an issue with how it's worded. Maybe it meant 32 faculty council seats.

REGMI: Agrees that it needs to be updated, as we also had a councillor resign recently.

FLAMAN: States that the 32 councillors don't add up properly.

REGMI: Suggests that this could be an issue to be discussed in CAC as we just handle the social media page, and not the website.

ABBASI: Suggests that we could do 6 per day, that'll be 4 days of posting and hence looked up at the number of councillors.

REGMI: Agrees as SMSonly has to do non-vacant councillor seats.

CARBAJAL VELEZ: Suggests that SMS could compile and do engineering councillors one day, arts on another and so on. Spread it out evenly for 1-2 councillors per faculty so that SMS spreads it across 5 days of posting.

REGMI: Wants to assign leads to tasks, and then upon completion of each task, bring it to council and then approve it.

OJO: Agrees with CARBAJAL VELEZ to have a template, or a colour palette. Asks if a task could be divided among two people. One task is creating templates

CARBAJAL VELEZ: Agrees to having a template decided before the start of posting.

REGMI: Other people can contribute to the task.

CARBAJAL VELEZ: Since there are five permanent members, one of them could do the templates and the other 4 will work on the content that needs to be posted.

CARBAJAL VELEZ/OJO MOVE TO extend the meeting by five minutes
CARRIED

REGMI: Agrees and proceeds to assign activities among members. Templates need to be done by 28th August for approval.

Task Assignments:

Templates - OJO

WOW - DHAMIJA

Mentorship program - LIU

By-election - REGMI

Council reminder story - CARBAJAL VELEZ

Councillor introduction - ABBASI

2022-01/4

ADJOURNMENT

2022-00/4a

REGMI: ADJOURNS the meeting at 11:05 PM