

## **Communications Committee Terms of Reference**

### **Membership**

The committee shall be appointed in accordance with the Constitution, by the Board of Trustees Chair and shall contain up to six members, including one External Trustee and one Student Trustee.

The President and Head of Student Voice & Communications are ordinarily expected to attend and report to meetings of the committee.

### **Purpose**

The Communications Committee has delegated responsibility on behalf of the Board of Trustees, for the Union's overall communication strategy. Specifically, it has responsibility for ensuring that the Union regularly reviews its approach to how it communicates with its membership, including the Union website, social media and printed documents such as our Impact Reports and Annual Report. It also is responsible for reviewing how we support campaigns, both Union and student-led, how they are approved and how we measure their impact and success. The committee is not responsible for approving campaigns, instead the process by which they are approved.

### **Remit**

1. To receive an annual review of the Union's website and associated recommendations for improvements and changes
2. To agree the Union's strategic approach to Social Media, including reviewing the Social Media strategy
3. To annually review the Union's strategic approach to printing documents such as start-of-session handbooks, Impact Reports and Annual Reports
4. To approve the Union's strategic approach to communicating the role of Officer Trustees and raising the awareness of them amongst the membership
5. To approve the Union's brand and brand guidelines, advising the Board of Trustees of any changes that may be necessary
6. To annually review the Union's Key Communication Messages
7. To receive results and analysis from Union run surveys such as the Student Experience Survey and Union Survey
8. To annually review the Union's strategic approach to the approval and support of student-led campaigns
9. To review the impact and outcomes of conducted campaigns
10. Other decisions as delegated by the Board of Trustees

### **Annual Work Plan**

#### ***March***

Brand Guidelines Update  
Campaigns Update  
Review of the Union's printed materials

#### ***June***

Union Website Content and Audience Audit  
Campaign Outcomes Review  
Union Survey Report and Action Plans

#### ***September***

Communicating the Role of Officer Trustees  
Review the Union's approach to approving student-led campaigns  
Elections Communications Review

#### ***December***

Review of the Union's Key Communication Messages  
Social Media Review  
Campaigns Update