



## XIII - Publications, Communications, Stances, and Cairn Policy

	Committee	Council	Version
<b>Approval</b>	October 19 <sup>th</sup> 2023	October 30 <sup>th</sup> 2023	3.0.0
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Responsible Body	Designated Execs & Volunteers
Governance Committee	EUS President EUS VP Communications EUS VP Spirit

## **1. General**

This is the communications policy for the Society. It sets rules and procedures for what kinds of material may or may not be produced by the Society via print and online media, and other forms of communication. It does not apply to material in the Society's Archives. It does, however, apply to any materials that are to be redistributed or reproduced from the Archives.

## **2. Publications**

The policy applies to all information-carrying materials produced by the EUS including but not limited to and within the following categories:

1. Physical Media:
  1. Slipsticks
  2. Handbukuks
2. Online Media
  1. Websites
  2. Social Media
  3. e-nEUS

### **2.1 Website**

The EUS website acts as a source of information for UBC Engineering and those interested in our Faculty. With that in mind, the following points should be followed with respect to the website:

1. Language should be clean.
2. If requested by any party, specified images must be removed promptly and without question.
3. The website should have an up to date repository of all EUS documents (Constitution, Policy Manual, Meeting Minutes, etc.) and event news.

### **2.2 Social Media**

EUS Social Media is a source of information and branding for the Society. The following points should be followed with respect to the EUS Social Media:

1. Social Media should link back to the EUS Website whenever possible.
2. Promotion on any EUS Social Media shall be restricted to EUS, Department Club, or Ex-Officio Events only.

## **3. Stances**

EUS Council may on occasion take stances on behalf of the Engineering student body at UBC. Such stances shall:

1. Only be adopted by a 2/3 vote by Council
2. Only be taken in regards to events that directly impact the Engineering student body
3. Only be directed at:
  - 3.1. A group which the EUS or one of the Engineering Program Clubs is a member (ex: the AMS, CFES);
  - 3.2. An Engineering Faculty organization (ex: the APSC Faculty, an Engineering Department or School);
  - 3.3. A professional Engineering organization (ex: Camp Five, EGBC)

#### **4. Engineering Cairn**

The Engineering Cairn stands as a monument to the engineering spirit, and messaging on the Cairn may be viewed as a public statement of endorsement by the EUS.

“Alteration” is taken to mean repainting or modification of the-Engineering Cairn’s white and red design in any way. Every attempt at alteration must be corrected as soon as possible, as determined by the VP Spirit, Cairn Manager, and Keepers of the Cairn. The EUS may not approve of any instances of alteration that did not receive unanimous approval from the EUS Executive Committee.

##### **4.1 Exceptions**

The EUS Executive Committee may pass a unanimous resolution to paint the Cairn for certain EUS events or circumstances (i.e. 14 Not Forgotten, E-Week).

EUS Ex-Officio clubs, EUS Department Clubs, and the Faculty of Applied Science exclusively may request permission to have the Engineering Cairn painted for events that relate to the activities and purpose of the respective group in relation to the Engineering student body at UBC. The requesting party must be an active partner in the event. These requests must be made via email to [voice@ubcengineers.ca](mailto:voice@ubcengineers.ca) at least two weeks before the requested painting date, and approved unanimously by the EUS Executive Committee. Requests may specify a desired length of display up to one week, but will ultimately be at the discretion of the EUS Executive Committee.

In the instance an approved painting is altered, the requesting party must restore the Cairn within 24 hours. If the alteration has not been corrected after 24 hours, the EUS will restore the Cairn to its standard design.