



Internal Governance Standing Committee Meeting Minutes

24/01/2022, 8:00-9:00 PM

Communication strategies

- **Attendance**

- Members - Voting
 - Present
 - Harasees Singh
 - Maryam Sheikh
 - Zena Shamli Oghli
 - Aiman Dhiloon
 - Absent
 - Zahrah Talawala
- Members – Non-Voting
 - Present
 - Associate Vice-President: Internal Governance: Armin Sariaslani

- **Business**

- The policy that was being discussed is communication strategies OP.
- The AVP-IG brought asked the members to imagine a labour dispute scenario such a strike of MSU's employee's and asked for the members input on how they would want the details of the issue to be communicated to the.
- Members pointed to the power of social media as a way of communicating with the students.
- The AVP IG mentioned the lack of communication guidelines in the setting of social media as weakness of the OP being discussed.
- The members expressed their concern about MSU's main social media accounts posting too much and the dangers of this spamming making the students desensitized to the information posted by the MSU.
- Members expressed the power of the personal connection from the videos posted by VPs on Facebook.
- The AVP-IG expressed his confusion regarding the lack of the Vlog guidelines OP on the new MSU website.