

A

RESOLUTION TO CREATE A COMMUNICATIONS COMMITTEE BUDGET

- WHEREAS,** many students utilize social media accounts to learn about various events and initiatives taking place on campus; **AND**
- WHEREAS,** the CSG Facebook page needs an increased social media presence in order to reach and inform more students; **AND**
- WHEREAS,** Facebook offers easy-to-use and effective advertising strategies that would allow the CSG Facebook page posts as well as the actual U-M Central Student Government page to appear on U-M students' news feeds based on age, location, and interests; **AND**
- WHEREAS,** Facebook offers a broad range of options regarding the price of each advertisement starting as low as \$5.00, which allows posts to reach an estimated 420-1,100 people in the city of Ann Arbor or as high as \$30.00 which reaches an estimated 2,800-7,200 people in the city of Ann Arbor; **AND**
- WHEREAS,** the Communications Committee budget established during the 6th Assembly proved itself extremely effective in increasing CSG's Facebook page reach, number of page likes, engagements, and overall presence of CSG on social media; **AND**
- WHEREAS,** the establishment of a Communications Committee budget will allow for the committee to reach and inform a large number of students in a more effective way which helps to fulfill the purpose of the committee as stated on the CSG website, "...to promote CSG sponsored events to the student body"; **AND**
- WHEREAS,** the Communications Committee could boost approximately 3 posts per week at a minimum of \$10.00 per post for the approximate 16 weeks in the Fall 2017 term starting from 9/5/17 totaling \$480.00, which allocates approximately \$30.00 to be spent each week. Using this same logic, the Communications Committee could also boost approximately 3 posts per week at a minimum of \$10.00 per post during the Winter 2017 term which lasts approximately 16 weeks totaling \$480.00; **AND**

¹ <https://csg.umich.edu/legislative/committees/>

WHEREAS

the Communications Committee could also boost the CSG Facebook page once during Fall term and once during Winter term starting at \$50.00 a day for 7 days, which would allocate \$350.00 to be spent per advertisement equaling a total of \$700.00 to be spent on CSG page boosting; **THEREFORE BE IT**

RESOLVED

that the content that qualifies to be boosted must be directly related to the work of CSG, a CSG sponsored event such as the M Farmer's Market, or an event put on by a student organization deemed appropriate by the Chairs; **AND BE IT FURTHER**

RESOLVED

the amount of money allocated per post and the content of the post is up to the discretion of the Chair and Vice Chair of the Communications Committee as well as Executive Communications; **AND BE IT FINALLY**

RESOLVED

that the assembly allocate \$1,000.00 from the Legislative Discretionary Funds towards this initiative, with the Executive contributing a similar amount so that it will have a total of \$2000.00 (\$480.00 for Fall term plus \$480.00 for Winter term plus a total of \$700.00 for page boosting and an additional \$340.00 to serve as a buffer), which will be henceforth be known as the Communications Committee budget.

Authors

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Chair of Communications Committee

Marianne Drysdale, LSA
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Attest

Alex Contis, LSA
Speaker of the Assembly

Ali Rosenblatt, LSA
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President's Approval

Anushka Sarkar

Presented to the Assembly for *First Reads* on _____

Presented to the Assembly for *Second Reads* on _____

Yes: _____ No: _____ Abs: _____ Date: _____

Signature Necessary: _____ Signature Received By _____

