

POLICY FOR EXTERNAL RELIGIOUS ADVERTISEMENTS ON SU PLATFORMS

20 February 2023

Report from the VP: Union Development & Societies and Media

Purpose of the Report

To stop the use of SU social media platforms for the purposes of religious advertising.

This paper is public.

Recommendations

That the Committee approve the following:

- 1. To stop the use of Lancaster University Students' Union social media platforms for the purposes of religious advertising.**

Report

1. Introduction

- 1.1. In recent weeks the SU social media pages have been posting adverts for some of the religious groups that would have traditionally been involved at Freshers Fair.
- 1.2. Although we understand these religious groups have missed out on their usual opportunity to reach our students, and we are not stopping this from happening in future years when a traditional commercial fresher's fair can take place, but believe advertising some groups on social media is not appropriate activity for the union to be taking part in

2. Reasons behind moving to stop religious advertising

- 2.1. Religious advertising can be alienating to individuals that don't identify as part of that group, especially when we only advertise a couple of denominations.
- 2.2. Advertising and promoting our religious student groups or those that have religious connections is still encouraged as it is supporting the work our students do and a safer way for students to join religious communities.
- 2.3. As mentioned in the introduction, it is acceptable for these groups to have a stall at the commercial Freshers Fair as they are one of many (if not most) denominations present. However, advertising singular groups on our social media platforms amplifies certain views and opinions, leaving room to alienate multiple groups of students
- 2.4. It is The Unions job to be welcoming towards each student at Lancaster University and these adverts create an unwelcoming and, in some cases, unsafe environment for students.

3. Conclusion

- 3.1. This policy has been created to stop the external advertising of religious groups, on all SU platforms, excluding our traditional commercial freshers' fair. This policy does not include any of our affiliated societies or religious groups that are present on campus.

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Contact Officer: Telephone: 07930445316 Email: su.vp.uniondevelopment@lancaster.ac.uk su.vp.societiesandmedia@lancaster.ac.uk