Habib University
Policy Approval Cover Sheet

Title	**Habib University's Social Media Use Policy**
Owning Unit(s)	Marketing and Communication Department
Appendices (if any)	-

Approval and Consent

I certify that the attached policy has been reviewed by University Policy Committee (UPC) at Habib University

Vice President Operations and Finance / Chair of the UPC

Name: _____   Signature: _____

Date: _____

President's Approval

Name: _____   Signature: _____

Date: _____

Habib University's Social Media Use Policy

1. Scope of the Policy

This policy applies to all the members of Habib University community including all part-time/full-term and regular/contractual employees including staff, faculty, all students, alumni, volunteers, interns and contractors for the use of all forms of social media platforms from work or outside work. Habib University reserves a right to amend the policy at any time.

2. Purpose of the Policy

This policy intends to help all the members of Habib University community make appropriate decisions about the use of all social media platforms including, but not limited to Twitter, Facebook, Google+, LinkedIn, Wikipedia, WhatsApp, Whisper, Instagram, Tumblr and all other social networking sites.

The policy provides guidelines for creating and using social media platforms officially associated with Habib University. An official social media platform is defined as any platform that could reasonably be perceived to be associated with or representative of Habib University through its content, images, look, and membership. It also uses the official logo and University name. This includes the platforms associated with the University directly as its official platforms and managed by Digital Marketing Team of the University and the sites of its Schools, Majors, Academic Centres and other offices created by its staff, faculty and students.

This policy outlines the ethical guidelines to be followed while using the social media platforms officially associated with the University. The principles of this policy apply to use of these media regardless of the method used to access it and covers static and mobile IT/computer equipment, as well as work and/or personal smartphones, etc.

3. YOHSIN Values and Ethical Guidelines for Social Media Use

Social media opens up new worlds to connect and communicate. It is very important to remember that whenever we connect with a social media network, we join a community of people who have their own beliefs, ideas, perspectives and identities. It is as important to take care of the ethical aspects of human interaction on social media as we do in our lives while interacting with people in person. Our words written on social media sites without thoughtful consideration of the feelings, perspectives and identities of the diverse social media community may hurt others and become a source of distress and pain for others without giving them a fair chance to present their point of view.

Social media is also now becoming more and more widespread and there are growing concerns pertaining to the privacy and use of information we share on social media

networking sites. Social networks keep track of all interactions used on their sites and save them for later use such as to deal with cyberstalking, location disclosure, social profiling, third party personal information disclosure, government use of social network websites in investigations, and employers using them as a source of information and judgments.

This scenario demands that we must be careful while interacting on social media not only to follow social media ethics and etiquette but also to protect ourselves and avoid any negative consequences of the information shared on social media platforms.

Habib University's philosophy YOHSIN encourages all of its community members to demonstrate Excellence, Passion, Respect, Beauty and Service in their way of living. The University cares for its community and urges them to adhere to the following *'Ethical Guidelines for Social Media Participation'* emanating from our YOHSIN values. This will ensure that Habib Community members present themselves as respectful and thoughtful individuals and take care of their own safety and security in the growing and complicated cyber world.

3.1.   Respect and Dignity

3.1.1.   Respect the privacy of others and do not share personal information and images of others without their consent. Be mindful of the impact that irresponsible behaviour may have on others.

3.1.2.   Demonstrate tolerance and respect for diverse views and opinions expressed by your social media community. Do not make derogatory, disrespectful or hateful comments.

3.1.3.   Avoid posting inappropriate, harassing, discriminatory, defamatory or profane comments about anybody.

3.1.4.   Do not indulge in any kind of sexual misconduct including the sharing of sexually explicit or offensive content and images.

3.2.   Personal Identity and Security

3.2.1.   Be real and authentic. Avoid creating fake and misleading profiles to deceive others.

3.2.2.   Ensure that your identity and presence on all social media forums depict your personal values and the social etiquette which you pursue in your life.

3.2.3.   Use appropriate security settings to manage sharing your information with others.

3.2.4.   Be thoughtful and careful while sharing your personal information and images on social media platforms. Do not share anything without critically thinking about its possible use or consequences.

3.3.   Professionalism

3.3.1.   Do not share official information publically or present personal opinions as official viewpoints.

3.3.2.   Avoid getting into debates or discussions over official matters with colleagues or students on social media which may harm the Institution as well as defame other people and spoil their identities.

3.3.3.   Refrain from disseminating incorrect, misleading or unauthorized information and spreading rumours.

3.3.4.   Do not make allegations about people on social media platforms

3.3.5.   Ensure that personal use of social media at the workplace does not hinder your work and professional commitments as well as does not demonstrate unfair use of university cyber resources for personal purposes.

3.4.   Compliance with Established Laws and Code of Conduct

3.4.1.   Be aware of the Cyber laws of Pakistan as well as the Code of Conduct of the University and monitor or assess your social media participation accordingly.

4. Creating and Managing Official Social Media Platforms

4.1.   An official social media platform is defined as any platform that could reasonably be perceived to be associated with or representative of Habib University through its content, images, look, and membership. It also uses the official logo and University name. This includes the platforms associated with the University directly as its official platforms and managed by Digital Marketing Team of the University and the sites of its Schools, Majors, Academic Centres and other offices created by its staff, faculty and students.

4.2.   Official social media platforms may be created by various units of the University for the purposes of marketing, advocacy and communication as per the process highlighted in this section of the policy

4.3.   Any effort to create an official social media indicating that it represents Habib University in any way without following the process outlined in this policy will be considered as violation of this policy. University has the right to take a disciplinary action as per its code of conduct or use the country's Cyber laws to pursue complaints against the creation of the site using Habib University's name, seal or logo.

4.4.   To create an official social media platform, the Head of the Unit needs to fill in the 'Social Media Approval' form and get it approved by the Head of Digital Media Marketing of Habib University.

4.5.   Once the application is approved, the social media platform will be created by the relevant unit and managed by its admin team comprising of at least two people.

4.6.   An official Habib email account must be used to create an official Habib social media account.

4.7.   The sites of all approved Habib University social media platforms will be included in the Social Media Directory of Habib University. The Directory will be maintained by the Head of Digital Media Marketing.

4.8.   Only official and approved platforms have the rights to use the Habib University name, logo and its marks.

4.9.   All official Habib social media platforms will highlight 'Ethical Guidelines for Social Media Participation' mentioned in this policy upfront and will require users to agree with them for continued participation.

4.10.   Violations of these Guidelines will result in Habib University taking disciplinary action as per its code of conduct and may involve the University pursuing its rights under the Cyber Laws of Pakistan.

4.11.   All official postings will only be made by the admin team. The admin team will ensure that all the content and images are as per the 'Guidelines for Social Media Participation'.

4.12. The Admin team will be responsible for regularly monitoring the platform and is authorized to remove any post or comment that violate the established and agreed upon guidelines for social media participation.

4.13. In case of the violation of the 'Ethical Guidelines for Social Media Participation', the admin team will report the cases to the Office of Community Values and Standards if violations are made by any Habib Community member including students, staff, faculty and alumni.

4.14. In the case of violations made by the members from outside the HU community, the following actions shall be taken

4.14.1. On the first violation, sending an official message to the person who violated the rules advising the person to be careful in future and highlighting that University reserves the rights to take disciplinary action

4.14.2. On a second attempt, the offender will be excluded from the site and appropriate legal action may be taken by the University

5. Social Media Guidelines For Student Clubs And Organizations

5.1. The social media pages of student clubs and organizations are considered "unofficial" social media pages and should not use Habib University logo or any other official symbols.

5.2. Clubs and societies are also required to mention clearly in their profile that they are not an officially recognized social media page of Habib University and all postings reflect the personal opinions of students or the opinions of their club and societies.

5.3. All clubs and societies are encouraged to make Facebook Groups instead of business pages. They must use official club email for the creation of pages instead of personal emails.

5.4. Before creating any page, student clubs and societies need to get an approval from the Office of Student Life using 'Social Media Application – Approval Form'

5.5. All the pages created by Clubs and Societies need to publish 'Ethical Guidelines for Social Media Participation' at their pages and will require the participants to accept them for continuing their participation.

5.6. The Club President should ensure to share all the official information related to the club page to the new President including login information and other essential information.

5.7. The admin team of the club page will be responsible to ensure that ethical guidelines are fulfilled.

6. Responsibilities of Site Administrators

6.1. The team is responsible for maintaining the site, moderating the content and ensuring that ethical guidelines for social media participation are followed.

6.2. The team must maintain the security of account passwords and is fully responsible for any actions that take place using the account. If a site is no longer required, administrators must inform the Head of Digital Marketing so appropriate action can be taken to end it.

6.3. The site admin team must have an understanding of the basic principles and etiquette associated with the management of an effective social media site and must be able to develop a social media plan for their site.

6.4. The team is responsible to consistently review the site and respond to the questions asked through public posts or the inbox.

6.5. The team is authorized and responsible to remove the content uploaded in any form from the site if that violates the 'Ethical Guidelines for social media participation'

6.6. The team is also responsible to report violations to the Office of Community Values and Standards for an appropriate actions as highlighted in this policy

6.7. The site admin team will not upload any content on behalf of somebody else to keep them anonymous.

7. Use of Personal Social Media Platforms

When Habib University Community members participate at social media platforms other than official ones, they are urged to follow the guidelines given below:

7.1. It is the personal responsibility of all HU community members to manage their presence and interactions at their personal social media sites. The University

advises them to be knowledgeable about 'Prevention of Electronic Crimes Act 2016' available at http://www.nr3c.gov.pk/peca16.pdf. The act clearly highlights social media offences, relevant sanctions and the process to make complaints.

7.2. HU community members are personally responsible for the content they publish on their personal social media sites. The University advises them to follow the ethical guidelines mentioned in this policy for social media participation.

7.3. Habib University is not responsible for addressing the ethical violations committed by its community members against others on their personal social media. The affected individuals have the rights to file a case against the people who have committed the violation at http://complaint.fia.gov.pk/ or through any other appropriate legal forum.

7.4. Habib University reserves the right to use national laws to protect its image through false attacks made on social media sites of any of its community members.

7.5. Students, staff, faculty and alumni are not allowed to use official university email addresses to register on social networks, blogs, or other online tools meant for personal use.

Social Media Application – Approval Form

All institutionally affiliated social media accounts must be approved through an approval process before the account is operationalized.

Your name: _____

Department:_____

Your email ID: _____

1. What social media channel(s) are you applying for? List all of them.

2. What is the purpose of creating this site? Please list down key purposes.

3. What will be the name/title of the site/page?

4. Who is your target audience? List all categories

5. Can any existing social media platform of the University be used for your stated purposes? If yes, please identify them.

6. List the names of your social media admin team. Identify if they are student, staff, faculty or alumni.

7. What type of content will you be posting at the site and what will be the frequency of your posts?

8. Who will be creating the content and images for your site?

8. Will your admin team be able to monitor the site on daily basis?

9. Do you plan to boost your posts and if funds are available for that? Please share your plan if you have nay in this regard.

10. How will you define success for this proposed social media account?

11. Please share at least 10 to 12 posts for initial few days in the table given below

Date	Day	Content	Image/creative	Time
	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			
	11			
	12			
	13			
	14			
	15			
	16			

Undertaking

We, the Head of the requesting department and Admin team members undertake that we have read and understood the Social Media Policy of Habib University and will abide by all the rules and regulation.

Name and signature of head of the Department:
_____

Name and signature of Admin Team Member 01:
_____

Name and signature of Admin Team Member 02:
_____

Name and signature of Admin Team Member 03:
_____

For the Digital Marketing Department of Habib University

Please tick the appropriate box

☐   The request for the social media site is approved

☐   The request for social media site is not approved because of the reasons mentioned below

_____
_____
_____
_____
_____
_____
_____
_____

Name of Digital Marketing Head   Signature   Date

References

Social Media Policy for students available at https://www.qub.ac.uk/home/social-media/Filestore/Filetoupload,781847,en.pdf accessed on 30th July, 2019

Institutional Social Media Account Protocols and Standards available at https://universitymarketing.osu.edu/assets/policy/social/ISMAPS.pdf. Accessed on 30th July 2019.

Appendix 21b – Employers' Handbook available at https://www.nibusinessinfo.co.uk/node/15453. Accessed on 30th July, 2019.

Policy Governing Official CMC Social Media Platforms available at https://catalog.claremontmckenna.edu/content.php?catoid=22&navoid=2620. Accessed on 30th July 2019.

Berkeley College Social Media Policy available at https://berkeleycollege.edu/pdf/social-media-policy.pdf . Accessed on 30th July, 2019