



Mohammad Ali Jinnah University Karachi

Social Media Usage Policy

Overview

Today's emerging social media technologies connect the world by allowing people to interact with each other through various online communities, tools and forums and are changing the way organizations, communities, and individuals communicate and collaborate. These technologies offer opportunities to connect and engage with a range of key stakeholder groups including faculty, staff, prospective and current students, alumni, research collaborators and other world.

While the University supports and continue to explore ways to utilize such innovative technologies in a professional capacity, social media users must recognize that online behaviors, both personal and professional, can affect the public's perception for each of us individually, as well as The University. Access to the social media is not restricted on MAJU network, however, as with other technologies and resources provided to you by the University, sound judgement and professionalism must be applied to the use of social media.

Purpose

This Policy is intended to assist the faculty and staff to achieve maximum benefits while minimizing risks of social media networking and outline the acceptable use of social medial applications both on behalf of the University and in personal usage situations. The Policy aims to exert positive influence on and help shape the online social behavior of the University community in virtual spaces.

Scope

This policy focuses on social media accounts that are University-owned and/or University-controlled as well as provides general guidelines about using MAJU brand, discussion about official duties or assignments, or posting internal matters on social media and the policy applies to all employees, contractors, business partners, and agents operating on behalf of MAJU.

Policy

- Individuals performing work on behalf of the University must, by the nature of their position, be knowledgeable about aspect of the University and be authorized to speak on behalf of MAJU.
- Administrators of University-owned and controlled social media accounts must observe University policies while utilizing social media.



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- Represent the University in a positive light and be professional in tone. Keep in mind that a non-active or poorly managed social media account will negatively reflect the University on virtual spaces.
- Use good judgment with content. University will not tolerate content that is threatening, offensive, illegal, infringing of intellectual property rights, discriminatory, harassing, hateful or embarrassing to any person or entity, in violation of University policy, or otherwise injurious or objectionable. The University reserves right to take down any content it deems intolerable. However, the University does not intend this paragraph to limit opposing ideas and viewpoints in the course of legitimate social media interactions.

Personal Use of Social Media

- Never discuss or disclose confidential or non-public information, official assignments or internal matters on public forums such as blogs, discussion groups, chat groups or other such social media forums.
- Limit the amount of information and content you post about yourself and others. Sharing too much information can put an individual's identity and personal safety at risk. Be respectful of your audience and remember that what you post can become a permanent record.
- While using social media respect the privacy of others and as well as your own. As a professional you have a responsibility to uphold yours and MAJU's reputation.
- You are prohibited from using the University name or image to endorse an opinion, product, cause, business, or political candidate or otherwise holding yourself as a representative of the University when you are not.
- When expressing a personal opinion, acknowledge this, especially if your statement could be reasonably interpreted by the message receiver that you are speaking on behalf of the University. You can use the following statement to help dissociate your opinions from those of the University: "The views expressed herein are my personal opinions and are not necessarily those of University".

Non-Compliance/Breach of Policy

Violations of this policy will result in a review of the incident and may include action under appropriate University discipline processes. Corrective action may involve a verbal or written warning, suspension or dismissal and/or termination of employment.