

11 Apr 2019

## **Social Media Policy Guidelines for Students, Alumni, Faculty and Staff**

### **1. INTRODUCTION**

The Institute aims to provide a safe, secure and supportive environment for all students, staff and individual visitors who access its facilities and services. This includes protecting the safety, freedom and dignity of the individual to the extent that it does not interfere with the safety, freedom and dignity of others or undermine community cohesion. This applies to all environments including social media. For the purposes of these guidelines, the term 'Social Media' is used to describe dynamic and socially-interactive, networked information and communication. Example sites include, but are not limited to:

- Multimedia and social networking sites, such as Facebook, LinkedIn and YouTube
- Internal or external blogs and micro-blogs including Twitter
- Community discussion forums such as Yahoo! Groups and Google Groups
- Review or ratings forums such as PagalGuy Management education related portal, Career guidance related portals, Shiksha, Quora and all such interactive forums where opinions are shared by students and individuals.
- Wikis, such as Wikipedia Any sites where you can post text, photos and video, such as Pinterest, Flickr, Google+, Tumblr, Instagram, Facebook and the like.

IFEEL has a number of official accounts on sites such as Facebook, Twitter and YouTube where the opinions expressed and information shared reflects the views of IFEEL as a corporate body. Any student (either on an individual basis or as a group) seeking to set up a formal IFEEL social media account must seek prior permission from the Media and Digital Marketing Office.

Each student/Alumni is a Brand ambassador of iFEEL. Within a short span of about 9 years, iFEEL has developed a positive and dynamic brand image. A few years down the line, the alumni should feel proud to say that “I did my PG from

iFEEL” or “I am an iFEELite”. To this end, the student’s positive proactive contribution on social media where people seek information would effectively contribute to brand building.

## 2. PURPOSES AND OBJECTIVES

These guidelines are designed to provide advice and guidance to iFEEL students while undergoing their study at iFEEL and subsequently as Alumni of the Institution who are using (or considering using) social media in any capacity. It has been compiled to assist students/Alumni/stakeholders to understand the reputational, legal and ethical implications of engaging in Online communications of this nature, what can happen if social media is misused, and how to safeguard students’ and the Institute’s wellbeing, personal security, current/future career prospects and the reputation of iFEEL.

## 3. PRINCIPLES

### 3.1 General responsibilities

- It is the responsibility of students to:
  - Read and act in accordance with these guidelines, and any additional guidelines published by the Institute.
  - Read and act in accordance with the rules and guidelines set out by individual Social Media, Social Networking and Website Hosting companies and providers.
  - Consult with your College and where relevant, seek ethical approval before posting, as part of your studies / research, pictures, videos or comments through social media that could be viewed as offensive or as bringing the Institute into disrepute.
- It is the responsibility of the Institute to:
  - Ensure these guidelines are highlighted to students during Online Enrolment.
  - Ensure these guidelines are highlighted at student induction sessions.
  - Ensure these guidelines are published on the Institute website.
  - Monitor iFEEL social networking sites and remove inappropriate content.

### 3.2 Responsibilities of students/Alumni in official Institute online/social media presence

- Remember that you are representing the Institute at all times when posting comments or responding to those made by others.
- Social media sites should not be used for raising and escalating concerns relating to your course, the Institute or any members of the Institute. Seek advice from your College if you have any concerns.
- Ensure that you do not reveal confidential information about the Institute or its staff, students, partner organisations or clients.
- Comply with relevant professional codes when using social media as a part of a research study or project.
- Ensure you do not use your site or pages in any way that may compromise your current or future fitness to practice or employability.
- Obtain permission from the Digital Marketing Office before using the Institute's brand or Logo.
- Consult the Institute's Press Office if there is any media interest resulting from your online activity.

### 3.3 Responsibilities of students in personal online/social media presence:-

- Be aware that third parties including the media, employers and Police can :-

Access profiles and view personal information. This includes pictures, videos, comments and posters. Inappropriate material found by third parties affects the perception of the student and the Institute and can have a negative impact on a student's future prospects.

- Communications made in a personal capacity through social media must not:
  - Be unlawful – i.e. breach any Indian criminal and/or civil legislation,
  - Include anything that could be considered discriminatory against, or bullying or harassment of, any individual. This includes:
  - Making offensive or derogatory comments relating to sex, gender assignment, race (including nationality), religion, disability, sexual orientation, religion or belief or age
    - Using social media to bully another individual or
    - Posting images that are discriminatory/offensive or links to such content
  - Include defamatory comments about individuals or other groups so as to bring disrepute upon the Institute e.g. posting images or links to content likely to bring the Institute into disrepute. This includes:

- Pictures, videos or comments that are of a sexual nature including links to websites of a pornographic nature and other inappropriate material
  - Pictures, videos or comments that promote or encourage drunkenness or drug-related activity. This includes but is not limited to images that portray the personal use of drugs and drug paraphernalia.
  - Pictures, videos or comments that depict or encourage unacceptable, violent, illegal or dangerous activities e.g. sexual harassment or assault, fighting, vandalism, academic dishonesty, drunkenness, drug use etc.
  - Breach copyright eg using someone else's images or content without permission; failing to give acknowledgement where permission has been given to reproduce something;
  - Breach confidentiality eg revealing confidential information owned by the Institute; giving away confidential information about an individual or organisation.
- Use the Institute's logo on personal social media sites You also need to be aware of a number of other relevant policies and guidelines:

#### **4. MISUSE OF SOCIAL MEDIA**

- The Institute has the right to seek the removal of content from an official social media account and from a personal account if it is deemed that the account or its submissions pose a risk to the reputation of the Institute or to that of one of its members.
- Students who post views, opinions or images online in breach of these Guidelines may be subject to disciplinary action. Your actions may also be subjected to prosecution under the Indian criminal, civil legislation and the IT Act 2000 as amended from time to time.
- Prospective employers may surf social media sites as part of their selection process and the social media posts that you make could undermine your future employment prospects.

#### **5. STAYING SAFE ONLINE**

- Only post what you would be happy to share relating to your parents, lecturers and prospective employers to see/read.

- Remember that everything you post online is public, even with the strictest privacy settings. Once something is posted online, it can be copied and redistributed, and it is easy to lose control of it. Presume that everything posted online will be permanent and will be shared
- Think before you send. Avoid posting anything when you have been drinking or are feeling angry – you may regret it the next day but it could be viral by then.
- Remember that what is a ‘joke’ to one person may feel like bullying and harassment to someone else. iFEEL doesn’t tolerate bullying and harassment. If you feel bullied on-line, seek advice from the anti-ragging squad of the Institute.
- Be aware that posting ‘jokes’ has led some people to be prosecuted and even imprisoned. Don’t post things that may be considered offensive or make ‘joke’ threats.
- Ensure that you protect your personal information and that of others that could be misused (e.g. home address, telephone number, date of birth)
- Think about who you want to be able to see your information and set privacy settings accordingly. Remember that even with strict privacy settings, others can share your posts so you have no control over who sees them.
- Don’t say or write anything that could have a negative impact on the reputation of anyone or any company. Any statement which could have a negative impact on a person (or business’) reputation could lead to accusations of libel / defamation and lawsuits
- Be very cautious about arranging to meet someone you only know on-line. They may not be who they say they are. Arrange to meet during the day in a public place and take a friend or tell friends where you are going

iFEEL is in the process of Brand building. It has come a long way within a short span of 6 and a half years. Very soon it is poised to be a brand to reckon with. A few years down the line, all iFEEL’ites should be able to say with pride, **“I am an alumni of iFEEL”**. Towards this day, we all need to work proactively and spread the good word and prove ourselves to be a cut above the rest.

To conclude, it is brought out that any negative posts, pictures or comments on any of the social/electronic media by any student or alumni would invite strict action which may extend up to rustication from the Institute or decisive assertive actions against any person who uses his association with iFEEL to tarnish the image of the Institute or any of its stakeholders. Once you have

joined iFEEL, your future is intertwined with the Institute. Your growth and the Institute's growth, together build a formidable environment of trust, Brand value and respect in the Society. Let us work together for collective growth and image of the Institute, its students and Alumni.