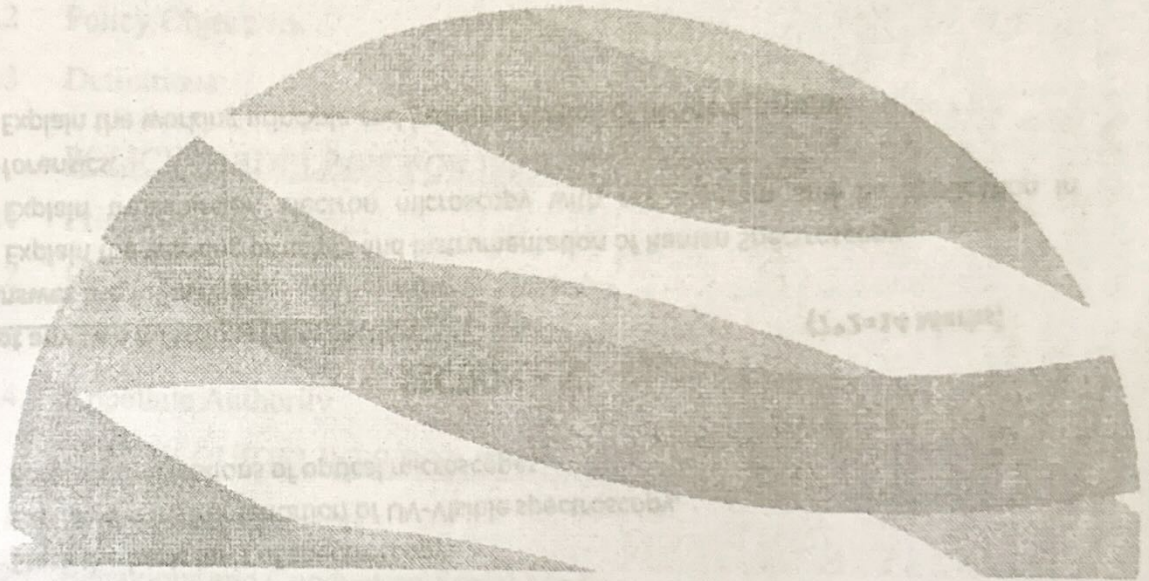
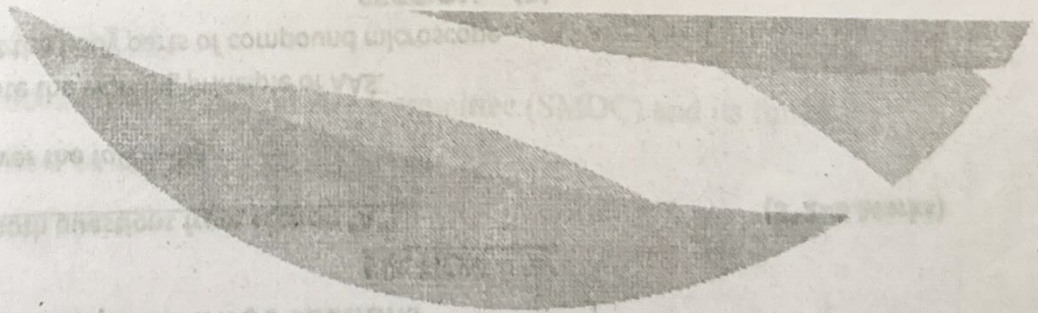


# **INVERTIS** **UNIVERSITY BAREILLY** **BUILDING VIBRANT PERSONALITIES**



## **Social Media Code of Conduct for Students, Faculty and Staff**



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## **1. INTRODUCTION OF SOCIAL MEDIA POLICY**

**1.1 Introduction:** Invertis University, Bareilly recognizes the numerous benefits and exciting opportunities of Social Media Channels to communicate and engage with wide range of audiences and stakeholders. These channels also provide a range of professional and personal opportunities for faculty, staff as well as students. Invertis also actively encourages University students to build public image for the University to benefit its fraternity in the long run.

However, there are also a number of risks associated with the use of Social Media which could ultimately impact on the University's reputation.

This policy provides guidelines to faculty, staff and students on how to safely and productively use the Social Media to maximize the range of benefits it offers while mitigating associated risks.

In particular, it provides information on;

- responsibilities when communicating via personal as well as corporate social media accounts,
- expectation from faculty and staff on individual personal and professional Accounts, and
- expectations from students in relation to social media channels.

### **1.2 Policy Objectives and Scope:**

The objective of this policy is to regulate responsible and legal use of the Social Media in the interest of the University, within the ambit of Govt. of India guidelines from time to time.

- To provide faculty, staff and students with information on University requirements and expectations regarding Social Media.
- To set out the legal risks associated with social media use.
- To set out the responsibilities of users of corporate social media accounts.
- To clarify the expectations of staff and students using social media in an individual, professional or personal capacity.

For the purpose of this policy, the term Social Media is used to describe websites and applications that enable users to create and share content or to participate in social networking. This policy applies to Social Media communications made on public, private and corporate forums. A corporate Social Media account is any account run by faculty, department, group or other function which sits within the University.

**1.3 Definitions:** Examples of popular social media sites include, but are not limited to:

- Facebook
- WhatsApp
- Twitter
- YouTube
- Instagram
- LinkedIn
- WeChat
- Snap Chat

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- Wikis and Blogs etc.

## 2. POLICY GUIDELINES FOR FACULTY AND STAFF

**2.1 Primary Requirements:** This policy forms part of the University's contractual requirements of faculty and staff members.

### 2.2 Behaviour and Conduct of Faculty and Staff on Social Media:

- Faculty and staff may make reasonable and appropriate use of Social Media from University campus, however; time spent on Social Media during working hours should in no way interfere with other duties.
- The faculty and staff are expected to act judiciously in liking or unliking any social media site, content or page; the sole motive being the reputation and brand the University.
- No faculty and staff can post or like any information which is against the reputation of the University or its management or its employee or its students or its policies.
- All posts from corporate Social Media accounts represent the University. It is vital that messages posted are carefully considered, appropriate and do not damage the reputation of the University or bring it into any disrepute. Safeguard should be put in place to minimize the risk of communication errors via social media, including checking content with a colleague before publishing.
- All corporate Social Media accounts must adhere to the University's brand guidelines and are kept up to date and monitored regularly.
- If a new account is established (objective and target audience should be clearly defined), it should be approved by the concerned Dean and MARCOM Head and the account and account manager must be registered at MARCOM Department.
- Posting content on personal, social or corporate media accounts must not consist of;
  - posts which harasses, bullies or otherwise offensive in nature,
  - posts which instructs, causes or compels others to harass, bully or otherwise intimidate,
  - posts which are intended to provoke violence or hatred,
  - posts with abusive content relating to age, disability, gender, race, religion, cast, sex or sexual orientation.
- When posting on an account, it is vital to have legal considerations in mind. This includes, but is not limited to, ensuring that posts do not breach confidentiality, make defamatory comments or breach copyright issues.
- Communication through Social Media must not reveal the University's internal policies and working or reveal future plans that have not been communicated to the public.
- If an official Social Media account has been hacked or a post from a corporate account attracts a number of negative comments and it is not clear how best to respond, immediately inform and contact MARCOM department.

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**2.3 Consequences of Violation of Policy:** If any faculty or staff is found responsible for violation(s) of the SMP, the following disciplinary actions may be taken against him/her by the Social Media Disciplinary Committee (SMDC):

- **Minor Punishment:** Oral reprimand/written warning may be issued mentioning that further violations of any section of SMP, will result in severe disciplinary action.
- **Major Penalties:** In case of serious violations, appropriate penalty which may be forfeiture of one-month salary may be imposed on the concerned staff or faculty.
- **Expulsion:** In exceptional cases, considering the severity of the matter, the services of a staff or faculty may be terminated if the committee (as constituted below) recommends for expulsion.

**2.4 Appellate Authority:** A staff or faculty who feels aggrieved with the punishment decided by the SMDC can appeal to the Vice Chancellor who will be appellant for all the punishments. The staff or faculty should appeal in writing within three days with proper justification.

### **3. POLICY GUIDELINES FOR STUDENTS**

**3.1 Primary Requirements:** This forms part of the University's Social Media Policy for the students, both current as well as alumnae of Invertis University, Bareilly. The University Policy framework commits to ensuring that it provides a safe and welcoming environment in which all students can use Social Media in an appropriate and lawful manner to flourish and achieve their potential.

#### **3.2 Behaviour and Conduct of Students on Social Media:**

- All students must read and act in accordance with the principles of these guidelines, and regularly check the website for any minor updates.
- Students are encouraged to be mindful of how their identity, statements or views appear online and are reminded that future employers and industry contacts may view social media profiles when hiring to get an idea of candidate's character, personality or employability. Students should therefore be conscious of making posts today that may hinder them, for whatever reason, in the future.
- Society is increasingly using Social Media for raising complaints. However, any student wishing to raise a complaint should do so via the established procedures of the University and never through Social Media.
- Comments posted using fake accounts, made-up names or using other person's name without their consent should never be posted.
- Inappropriate material, including images, which may be perceived to be threatening, harassing, discriminatory, illegal, obscene, defamatory or hostile towards any individual, group or society should never be posted.

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- A student should not post anything which may bring the University into disrepute or compromise the safety or reputation of colleagues, students, staff, faculty and all those connected with the University.
- Students must take particular care not to state or imply that their views are those of Invertis University when using Social Media, nor use the University logo, which will be constituted as offence under Social Media Policy of the University.
- Posting content on personal, social or corporate media accounts must not consist of;
  - posts which harasses, bullies or otherwise offensive in nature,
  - posts which instructs, causes or compels others to harass, bully or otherwise intimidate,
  - posts which are intended to provoke violence or hatred,
  - posts with abusive content relating to age, disability, gender, race, Religion, cast, sex or sexual orientation.
- When posting on an account, it is vital to have legal considerations in mind subject to legal framework of Government of India and the University.
- The University will not accept any form of bullying or harassment by or of students or members of the University. The following non-exhaustive list of examples illustrate the types of behavior, which the University considers to be forms of cyber bullying or harassment:
  - Maliciously, negligently or recklessly spreading rumors, lies or gossip,
  - Offensive or threatening comments or content,
  - Posting comments/photos etc. deliberately, negligently or recklessly mocking an individual with an intention to harass or humiliate them.
  - Posting by Morphing/Animation/Photo editing and impersonality by visible contents and through audio.
  - posts with abusive content relating to age, disability, gender, race, religion, cast, sex, pornography or sexual orientation.
- If a student is handling official Social Media account, he/she should be aware that while contributing to the University's Social Media activities, they are also representing the University. Such accounts should also be updated regularly.
- An undertaking is to be signed and received from all the students joining the University stating that they have understood what constitutes violation of SMP and the same may invite disciplinary action from the University.

**3.3 Consequences of Violation of Policy:** If any student is found responsible for violation(s) of the SMP, the following disciplinary actions may be taken against him/her by the Social Media Disciplinary Committee (SMDC):

- **Minor Punishment:** Oral reprimand/written warning may be issued mentioning that further violations of any section of SMP, will result in severe disciplinary action.
- **Major Penalties:** In case of serious violations, appropriate penalty which may be restriction/suspension for one session (both semesters) may be imposed on the concerned student.
- **Expulsion:** In exceptional cases, considering the severity of the matter, the student can be expelled from the University and all the rights and academic

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degree not actually conferred to the student at the time of the expulsion can be forfeited.

In case of violation of SMP by Alumnae, his/her conferred degree can be stripped (as per the rules of Inveris University Ordinance) if recommended by the SMDC and approved by the Vice Chancellor.

**3.4 Appellate Authority:** A student who feels aggrieved with the punishment decided by the SMDC can appeal to the Vice Chancellor who will be appellant for all the punishments. The student should appeal in writing within five days with proper justification.

#### 4. APPENDIX

##### 4.1 SOCIAL MEDIA DISCIPLINARY COMMITTEE (SMDC) AND ITS FUNCTIONS

The SMDC will consist of:

-Nominee of VC	Chairperson
-Concerned Dean	Member
-Concerned HOD	Member
-Registrar	Secretary
-DSW	Member
-Chief Proctor	Member
-Social Media Coordinator	Member

The committee will ensure that;

- any changes in the SMP is accessible to staff, faculty and students.
- on appropriate occasions, provide guidance to the students (for example orientation program) on how to stay safe online while using Social Media.
- Monitor references to the University on Social Media and the Internet and respond to complaints regarding students, staff and faculty conduct on Social Media.
- Recommend disciplinary action where inappropriate behavior is exhibited that affects students, faculty, staff and the University.
- Periodically review and update this policy and publish details of any change.
- The committee can meet any number of times, as and when required; however, there should be at least one official meeting of SMDC in every semester and the minutes of the meeting must be communicated to Vice Chancellor and other stakeholders.

**4.2 How to use Social Media (Tips and Hints on staying safe):** Social Media presents enormous benefits and opportunities and the University actively encourages its students, faculty and staff to use Social Media and always keep in touch with latest news and developments. Despite the opportunities, there are risks. These tips are to help us when we are considering posting on Social Media. These tips will help us manage our professional reputation and ensure us that University guidelines and laws are followed.

- Never indulge in any online activity which degrades the reputation of the University, your friends, colleagues, and officials.
- Remember, everything you post online may go public. Be cautious.
- Think twice before you post.

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- Never share a post which consists of offensive material and may prove provocative to others.
- Consider how the content of your message may appear to others.
- Employers and society are increasingly checking your digital footprint. Your present action may adversely affect your future.
- Check your privacy settings periodically.
- Be aware of sharing third party material regarding IPR and copyrights Act.
- Never use fake account or impersonation.
- Never disclose confidential information of others.

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