BAQAI MEDICAL UNIVERSITY

SOCIAL MEDIA POLICY

Version 1.0

2021

Baqai Medical University

CONTENTS

1. SCOPE

BMU encourages the use of social media to connect with the faculty, staff, students, alumni, and other professionals around the globe. It is an effective and economic mode of communication and learning with individuals and communities.

This policy extends to all the faculties, colleges, institutes, departments, and hospitals that are under the umbrella of Baqai Medical University and also to the personnel including faculty, staff, and students working therein as full-time, part-time, or on an honorary basis.

2. PURPOSE

This policy does not replace any of the pre-approved rules and regulations of BMU, but it is being prepared to give an additional mechanism towards the benefits and opportunities for the correct use of technology that can be effectively implemented and managed for quality education and rapid communication and marketing at BMU.

There is an inherent risk involved in using social media and inappropriate use can impact faculty, staff, students, and the reputation of the university. The main purpose of this policy is to provide awareness/information to its employees and students regarding the correct and effective way of using social media and to minimize the risk for the potential misconduct that can affect the overall well-being of both employees and students and the reputation of the university.

In case of any violation of this social media policy, strict legal action could be taken through the Cyber Crime Wing (CCW) of the Federal Investigation Agency (FIA), Pakistan (if required).

3. DATE OF IMPLEMENTATION

This policy shall be effective from January 1, 2022.

4. POLICY STATEMENT

- **General Statements**

  4.1. Electronic/social media is a general term that is used for various apps/sites including (but not limited to) SMS, email, WhatsApp, Facebook, YouTube, Instagram, Twitter, LinkedIn, Zoom, MS Teams, Google Meet, Skype, Snapchat, etc.

  4.2. It is the sole responsibility of each individual including both employees and students to use electronic or social media correctly with all legal and ethical practices.

  4.3. The faculty should always make themselves available online during the university timings from 8:30 am to 4:30 pm from Monday to Friday and if required even on Saturday.

  4.4. Any social media used for any correspondence or activity by the university or its management or the head of institutions within or out of hours and during holidays shall be considered official for both employees and students.

4.5. It is the sole responsibility of each individual, whether employee or student, to regularly check the concerned app/social media site and remain up to date on the activities of the concerned institute/university or for any notification/updates.

4.6. The university does not endorse or use any social network communication service or media sharing service as a secure means of communication for online business transactions or matters involving personal information. The university will not ask for, nor should an individual send, credit card or payment information, classified information, privileged information, private information, or information subject to non-disclosure agreements via any social media network.

4.7. Any posting on social media, either pictures, information, or any other relevant matter, shall be made by the appointed administrator with prior approval/consent of the head of the institutions or the competent authority.

4.8. Use of the official logo, images, iconography of the university or its constituent institution by any student or employee is not allowed to be used on personal social media sites. The logos can only be used in the official social media accounts of the BMU and its constituent institutions by authorized persons.

4.9. The logos shall also not be used to promote any commercial product or service, or any political party or candidate.

4.10. Employees and students are permitted to indicate on social media profiles that they work or study at BMU. However, their online profile (for example, the name of a blog or a Twitter name) must not contain the university's or its constituent institution's name as an ID or profile name.

4.11. The students are strictly not allowed to post or make public the recorded sessions/lectures for any course on social media. Similarly, unauthorized employees are also not allowed to post any recording/lectures or any other item without the consent or approval of the concerned person/authority.

4.12. The use of cell phones or social media during class or lab is strictly prohibited. Similarly, posting any pictures during the class or lab is strictly not allowed and is liable for punishment as per the Discipline Policy of BMU.

4.13. Posting any comments on social media that are derogatory to the prestige/reputation of the college, institute, faculty, and university or its personnel shall be considered a serious offense and shall be dealt with as per the Discipline/Grievance Policy of BMU.

4.14. Bullying or making negative/false comments publicly through social media of any activity at BMU are strictly not allowed and shall be dealt with as per the Discipline/Grievance Policy of BMU.

4.15. Any unauthorized activity on social media or any act that is considered as an act of indiscipline by the university shall be dealt with as per the Discipline Policy of BMU for students and according to the BMU policy on COI and COC for the employees.

4.16. Any student or employee shall not breach confidentiality or reveal confidential intellectual property information owned by the university.

4.17. The university's official email accounts shall only be used for official purposes. They cannot be used for personal social media activities.

4.18. The university may monitor the official accounts and relevant social media activities of any student and employee and may take necessary action in case of a breach of confidentiality or any of its policies. The university or its constituent institution may also take action as per the Whistleblowing procedure against any student or employee.

4.19. The use of university computers, the internet, and work time for social media networking must primarily be used for official university-related matters. Utilizing the same for any personal networking is not recommended and should be restricted to a minimum where necessary.

4.20. Discussion of the university's internal working, business plans, or records that are not communicated to the public shall not be disclosed to anyone through any media.

4.21. BMU reserves the right to block users or remove comments from official accounts/pages that are:

i. Unrelated to the topic of the post.

ii. Abusive, vulgar, profane, racist, sexist, violent, or use hate speech.

iii. Obscene or contain sexually harassing content.

iv. Considered to be spam, advertisements, or vendor promotions unrelated to BMU or its constituent institutions.

v. Defaming, contain falsehoods or unsupported accusations of BMU students, employees, visitors, or other individuals.

vi. Encouraging illegal, dangerous, or destructive activity.

vii. Threatening, harassing, or personal attacks toward specific individuals or groups.

4.22. All employees and students should avoid addressing political, racial, or morally motivated topics on social media particularly those related to BMU and its constituent institutions.

4.23. Further sharing from the official group(s) by any employee or student is strictly not allowed unless otherwise permitted by the competent authority.

- **Role of the Administrator**

4.24. Any social media site/page that is being run by the constituent institution should be run by the employee of BMU. The student should not be the administrator unless decided by the competent authority.

4.25. The concerned Dean/Director/Principal/Registrar shall nominate an Administrator(s) for any social media site(s). Only such designated personnel will be allowed to run and maintain the official social media sites of BMU.

4.26. All constituent institutions/administrators shall take strict measures to maintain the confidentiality of the social media account(s) and must not share details other than the administrator. A compromised account can adversely affect BMU's reputation.

4.27. The nominated administrator shall post any material on social media after approval from the concerned Dean/Director/Principal/Registrar. Similarly, the students are also not allowed to post any official information without approval from the concerned Dean/Director/Principal.

4.28. The administrators of all official accounts are allowed to post pictures, videos, etc. of all university events that contain images of students and employees. However, the administrators will not share any restricted-use photos.

4.29. Pictures/videos posted on BMU social media by the administrator shall be relevant to the university's mission and objectives or should be of any official program. Individual projection is prohibited as well as posting of any irrelevant posts/pictures, especially females, is not allowed and is liable to disciplinary action.

4.30. It is recommended that the administrator shall add a watermark and/or post images in a low resolution such as 72 dpi or size of 800×600. Images at such size and resolution are sufficient for viewing on web pages but not suitable for printing or fabrication.

4.31. Posting of any notification or official document on social media shall be made by removing the official logo signatures and stamps.

4.32. In case of any account hacking, the university officials (such as the concerned head of the institution, Registrar, and IT department) should be informed immediately to take necessary action.

4.33. The official administrator of social media pages and websites should never endorse or denounce or post any political, racial, or unethical post and should not use those account(s) for personal use or activity. In case of any violation, the concerned person may face strict/legal action as per the BMU policy on COI and COC.

4.34. All social media sites of BMU and administrators must comply with this policy and instructions made available thereafter.

4.35. The competent authority may change any administrator whenever deem necessary without any explanation.

4.36. If any employee no longer wishes to act as an administrator of any official social media site, he/she shall provide in writing the reason to the concerned Dean/Director/ Principal/Registrar. However, the final decision lies with the discretion of the competent authority.

4.37. The administrator if resigns/quits from the job, he/she shall provide the official account details to the concerned Dean/Director/Principal/Registrar. It is the responsibility of the Dean/Director/Principal/Registrar to immediately change the necessary information of the account including the password and recovery email/phone number.

4.38. Any legal action could be taken by the university against the administrator as per its policy on COC and COI or Discipline Policy or through CCW of FIA in case of any misconduct of this policy or posting of false/fake information or providing wrong account information on leaving the job or using the BMU social media account(s) even after leaving the job from BMU.

- **Public Disclosure**

  4.39. After the approval of this policy, all constituent institutions of BMU have to submit the names of the official social media accounts/platforms being run by them along with the name of the administrators to the Registrar Office. A list of all such official accounts/platforms may be made public through the university website.
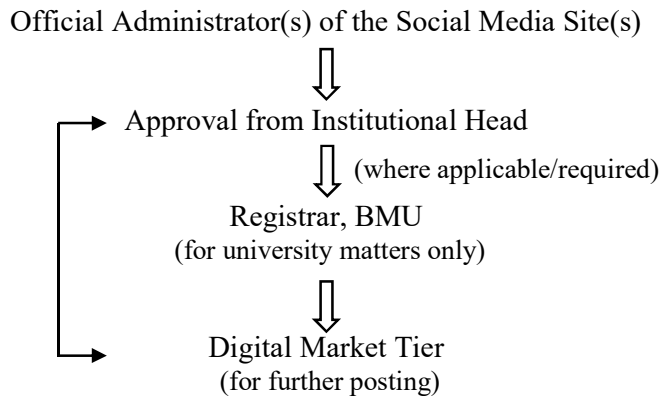
  4.40. Any dormant social media account(s) bearing the name of BMU or its constituent institution should be removed from the relevant social network.

  4.41. It is the responsibility of the concerned Head of Institutions to keep updated the competent authority with any changes in the social media activities including the name of administrators.

- **Restrictions**

  4.42. After approval of this policy, no new social media site/platform of any department/college/institute/pharmacy/hospital of BMU or Baqai Foundation shall be created without prior permission of the competent authority.

5. ORGANOGRAM FOR POSTING

Official Administrator(s) of the Social Media Site(s)

⇓

Approval from Institutional Head

⇓ (where applicable/required)

Registrar, BMU
(for university matters only)

⇓

Digital Market Tier
(for further posting)

6. ORGANOGRAM FOR REPORTING ANY HACKING/PROBLEM

Official Administrator(s) of the Social Media Site(s)

⇓

Institutional Head

⇓

Registrar, BMU

⇓

Social Media Expert/IT Department
(for further necessary actions)