MET INSTITUTE OF MANAGEMENT
* Affiliated to University of Mumbai   * ISO 9001: 2015 Certified
* Approved by Govt. of Maharashtra   * Approved by AICTE
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SOCIAL MEDIA AND DIGITAL COMMUNICATION POLICY

Introduction

MET – IOM recognizes and embraces the benefits and opportunities that social media can bring as a tool. It can be used to share news, information, and successes, keep staff and students up to date with important developments, and promote academic freedom through healthy debate about research and matters of public interest. There is, however, an inherent risk involved in using social media, in that it is an instantaneous and far-reaching form of communication. MET – IOM encourages engagement, collaboration, and innovation through social media; however, all must be aware of the potential impact that inappropriate use can have on staff, students, and the reputation of the Institute. This Policy applies to social media communications made at any time, whether privately or publicly, and from any location, including away from campus and on personal devices, whether to an individual, to a limited group, or to a public audience.

This policy applies to all social media activity undertaken by the students, academic and other staff as well as third-party service providers representing MET–IOM, alumni, consultants or any other person participating in social media and who may be identified as having an association with the Institute. This policy defines social media as any online interactive tool that encourages participation, interaction, and exchanges. Social media includes but is not limited to:

• Blogs, and micro-blogs such as Twitter

• Social networks, such as Facebook, WhatsApp, Telegram

• Professional networks, such as LinkedIn

• Video sharing, such as YouTube, Second Life, and vlogs (video logs)

• Audio sharing, such as podcasts

• Photo sharing, such as Flickr, Instagram, Snapchat, and Photobucket

• Social bookmarking, such as Digg and Redditt

• Public comment sections on web pages

• User-created web pages such as Wikis and Wikipedia

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This policy applies to all social media use whether or not expressly listed in this paragraph. Nothing in this policy is intended to have the effect of limiting either freedom of speech or academic freedom within the law.

Objectives:

- Protect institutional reputation and brand integrity
- Ensure privacy and data security
- Develop a consistent branding strategy, and improve brand image, by enhancing social media presence, while ensuring engagement and networking amongst the different stakeholders.

Expected Standards of Behaviour

Users of Social Media for Official Institute Purposes must:

- Disclose and discuss information about the Institute or its activities that is not confidential and publicly available (or for which they have explicit consent);
- Take reasonable steps to ensure that the content published is accurate and not misleading;
- Ensure that the use of social media complies with the relevant rules of the University and the terms of use of the relevant social media;
- Comply with the laws of the country, for example, those on copyright, privacy, defamation, discrimination and harassment; and
- Be respectful and courteous when using social media.
- Establish and confirm authorization to use social media for official purposes with their supervising officers and, where necessary, the Office of the Registrar.
- Refrain from engaging in undesirable conduct.

Personal Use of Social Media

- Personal use of social media must be conducted in a manner that indicates no link or association with MET–IOM
- Users of social media for private purposes must ensure that they do not engage in undesirable conduct.
- Where opinions are expressed on social media in a user's private capacity, it must be

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made clear that the opinion is that of the originator thereof and not that of his or her employer.

- Users must take cognizance of the fact that any dissemination of undesirable conduct on social media will be attributed to that user. This includes liking, sharing, re-tweeting, posting, or reacting to any social media activity that constitutes undesirable conduct.

- The Institute may take disciplinary steps should users make use of social media in a manner that has a direct, indirect, or potentially negative impact on MET-IOM's reputation or interests.

- Caution must be exercised before releasing images or videos that are identifiable, and permission must be obtained before release.

- Special care must be taken when dealing with population groups such as minors, patients, or research subjects.

- Users must refrain from disseminating any private or confidential information of third parties on social media without their consent.

- In all cases where a private social media account is used that identifies the Institute, it must be made clear that the views expressed on or through that private social media account do not represent the views of MET–IOM. Your accounts should include an appropriate disclaimer such as: "The views expressed here are my own and in no way reflect the views of the MET–IOM."

Consequences of Non-compliance

- Users are expected to be mindful of the fact that any activity on social media platforms has an impact on the image of the Institute, and users should at all times refrain from any activity that may tarnish this image.

- Users are expected to engage on social media in a responsible manner.

- It should also be noted that certain conduct may be regarded as misconduct in terms of the provisions of the relevant Disciplinary Code and Procedure of the Institute and that it may also constitute a criminal offense, in which case offenders may be prosecuted by the competent authorities.

- The guidelines, rules, and regulations governing users' conduct during normal interaction as set out in the Institute's code of conduct apply to users' conduct online.

- Approval of MET – IOM-owned Social Media Sites and all social media sites/platforms must be approved by the Competent Authorities of the Institute.

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- Under no circumstances should official passwords be shared except with other administrators authorized to use the relevant Institute account.

Coordinators, directors, and heads of academic and administrative departments, as well as student leaders, take reasonable steps to ensure that all users take note of the contents of this policy. The policy may be amended from time to time, consulting as appropriate. MARCOM along with the Director has overall responsibility for this policy, which will be reviewed at various intervals.

Date: 18th December, 2021

Director
MET Institute of Management