



SOCIAL MEDIA POLICY

Policy Title	Social Media Policy
Policy Owner	Amity Institute of Higher Education, Mauritius (AIHE)
Policy Version	Versions Control: 1.0 (October 2023) Current Version: 1.0 (October 2023)
Responsible Office	Registrar's Office
Contact Information	Questions concerning the policies should be directed to the Registrar of Amity Institute of Higher Education (Mauritius)
Policy Review Frequency	Once in 3 Years
Pertinent Dates	Approved Date: October 2023 Date of Next Review: October 2026
Approved By	October 2023 Academic Council Meeting and SENATE of AMITY Institute of Higher Education (AIHE)
Entities Affected by This Policy	AIHE's teaching staffs, non teaching staffs and key committee members.
Who Needs to Know About This	This policy governs AIHE's staffs and students

Policy	
Reason for Policy / Purpose	It establishes expectations for responsible and ethical conduct of students and staffs on social platforms while respecting the principles of academic freedom and privacy.

Policy Purpose

It governs the use of social media for official university accounts as well as personal accounts when discussing or representing the university.

Scope and Application of this Policy

This policy applies to all faculty, staff, students, and any other individuals representing AMITY Mauritius on social media platforms.

Policy Statement:

At AIHE, we are aware of the social media's expanding significance as a channel for community participation, information sharing, and communication. This Social Media Policy highlights our dedication to using social media platforms in a way that is ethical and responsible and supports our purpose, beliefs, and the welfare of our community.

POLICY FRAMEWORK

Account Management

- Official University Accounts
 - Only authorized individuals designated by the university's communications department are permitted to create and manage official university social media accounts.

-
- Account administrators must adhere to strong password practices, enable two-factor authentication, and regularly review and update access permissions.
 - All official accounts must be registered with the communications department to ensure coordination and oversight.
 - Personal Accounts
 - While individuals are free to express their personal views on social media, it should be made clear that their opinions are their own and not representative of the university.
 - Employees should exercise caution when identifying themselves as affiliated with the university on their personal social media accounts.

Code of Conduct

Professionalism and Respect

- All social media interactions related to the university should be conducted in a professional, respectful, and courteous manner.
- Offensive, discriminatory, defamatory, harassing, or otherwise inappropriate content related to the university is strictly prohibited.

Confidentiality and Privacy

- Users must not disclose confidential or proprietary information about the university, its students, employees, or any other parties.
- Respect the privacy of individuals and comply with applicable privacy laws when sharing information or images involving university-related activities.

Compliance with Laws and Regulations

- Users must comply with all local, national, and international laws and regulations governing social media use, including but not limited to copyright, trademark, and privacy laws.

Endorsements and Disclosures

- Individuals representing the university must disclose their affiliation when promoting or endorsing university-related products, services, or initiatives on social media platforms.

Intellectual Property

- Users must respect the intellectual property rights of others and refrain from infringing copyrights, trademarks, or patents when sharing content on social media.

Crisis Communication

- In the event of a crisis or emergency, social media communication should follow pre-approved protocols established by the university's communications department.

Training and Education

- The university will provide training and educational resources to help users understand the policy, social media best practices, privacy settings, and potential risks associated with social media use.

Consequences of Violations

- Violations of this policy may result in disciplinary actions, ranging from warnings and training to suspension of social media privileges or other appropriate measures, as determined by AIHE.

By adhering to this social media policy, we strive to maintain a positive and professional online presence that upholds the values, reputation, and mission of AIHE.



DISCLAIMER

This document may be subjected to change upon the directions and instructions of Senate / Academic Council. The changes once approved by AIHE's respective Councils and Boards, will be mentioned and notified to accreditation body – Higher Education Commission (HEC) by the Vice Chancellor of AIHE.