

SOCIAL MEDIA POLICY



GAYATRI VIDYA PARISHAD
COLLEGE FOR DEGREE AND PG COURSES (AUTONOMOUS)
Affiliated to Andhra University // Accredited by NAAC and NBA
VISAKHAPATNAM

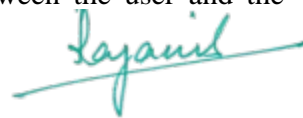
1. Objectives

- 1.1 This policy is aimed at regulating the use of Gayatri Vidya Parishad College for Degree and PG Courses (A) social media channels/platforms and informing all users of social media platforms of their roles, responsibilities and obligations.
- 1.2 Gayatri Vidya Parishad College for Degree and PG Courses (A) expects that the users of the College's social media channels/platforms shall demonstrate the highest ethical standards and conduct and act responsibly when they exchange ideas and information on social media networks.
- 1.3 Further, it is also expected that the users must understand that they have responsibilities as representatives of the College and that their actions can have either a positive or a negative impact on the public image and reputation of the College.
- 1.4 The main objective of this policy is to protect the College from any unexpected negative outcome resulting from the use of social media.

2. Scope

- 2.1 This policy applies to all social media activity undertaken by the students, academic and other staff as well as third-party service providers representing the College, alumni, consultants or any other person participating in social media and who may be identified as having an association with the College, or where College infrastructure is used to access social media.
- 2.2 The policy differentiates between official use of social media and private usage.
- 2.3 The policy is not aimed at restraining academic freedom and sharing of ideas, information and opinions by staff and students, provided that the information shared on social media does not jeopardize the goodwill, trust and professional relationship between the user and the College.



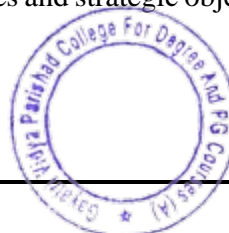

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- 2.4 The policy further does not aim to regulate communication by or between staff and/or students, unless it is in contravention of the College's Service Condition Ordinances of the Teachers, Employees and Code of Conduct for students, or is detrimental to the interests of the College.
- 2.5 This policy explicitly does not apply to protected disclosures (whistle-blowing) as dealt with in the relevant policy.

3. Policy Statement

- 3.1 The College embraces the evolution and use of social media as a tool for communicating in the global world.
- 3.2 Given that social media offer users a public platform to express themselves, it is important that the College establishes clear guidelines regarding responsible behaviour, standards of conduct and expectations that users must adhere to when using social media for official purposes or where the use of social media impacts on the College.
- 3.3 The College recognizes the importance of social media as a communication tool and with this policy, aims to encourage transparent, responsible, honest and open communication on social media platforms.
- 3.4 The College values entrenched rights such as freedom of expression, association, the ability to disseminate diverse views and academic freedom. It is however important to understand that freedom of speech and/or expression is not absolute, but is limited and measured against the existing norms and standards. These include:

- 3.4.1 The College Act, Statutes, Ordinances or any other relevant law;
- 3.4.2 The College's vision, mission, values and strategic objectives, codes of conduct



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and other applicable rules, regulations, policies and practices;

- 3.4.3 the right to freedom of expression, speech and association is not absolute and is limited where such expression infringes on other fundamental rights and may result in discrimination on the basis of race, age, religion, marital status, nationality, origin, physical or mental disability, sexual orientation and/or may constitute bullying or hate speech.

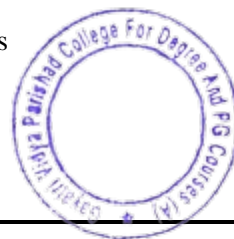
4. Definitions

- 4.1 **Social media** Any website, platform or medium that allows for public communication, including but not limited to social and professional networking sites, blogs, micro-blogging sites, video- and photo-sharing sites, forums, discussion boards and groups, podcasting sites and instant messaging services.
- 4.2 **College** Gayatri Vidya Parishad College for Degree and PG Courses (A)
- 4.3 **Users** Students, full-time and part-time teachers, employees, contractors and third-party service providers and/or those authorized to generate content for social media platforms associated with the College, alumni, consultants or any other person participating in social media and who may be identified as having an association with the College, or uses College infrastructure to access social media.

5. Undesirable conduct

Inclusive of, but not limited to, the generation of content that is detrimental to the image or reputation of the College, that is

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Visakhapatnam



defamatory, pornographic, proprietary, harassing or conduct that may create a hostile work environment, amounts to unfair discrimination, bullying and/or hate speech.

5.1 Social Media Cell

A Social Media Cell shall be constituted by Principal of the College with the following Members:

- (i) A Principal as the Chairperson of the Cell
- (ii) Two Professors as members
- (iii) A Local Advocate, nominated by the management

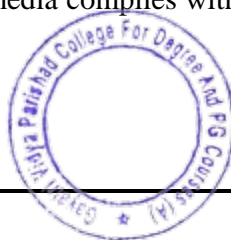
6. Roles and Responsibilities


The coordinator of the Social Media Cell shall be responsible for ensuring that:

- (a) Looking after the College's Official Social Media Activities.
- (b) The policy guidelines have been followed by the Users.
- (c) In case of a breach of Guidelines and Prevailing laws of the country, the coordinator shall bring it to the notice of the Social Media Cell.
- (d) Coordinate with users about the materials to be uploaded for official College purposes.

6.1 Users of Social Media for Official College Purposes must:

- 6.1.1 Only disclose and discuss information about the College or its activities which is not confidential and is publicly available (or for which they have explicit consent);
- 6.1.2 Take reasonable steps to ensure that content published is accurate and not misleading;
- 6.1.3 Ensure that the use of social media complies with the relevant rules of the College and the




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Visakhapatnam

terms of use of the relevant social media;

6.1.4 Comply with the laws of the country, for example those on copyright, privacy, defamation, discrimination and harassment; and

6.1.5 Always be respectful and courteous when using social media.

6.1.6 Users must establish and confirm their authorization to use social media for official College purposes with their division, supervising officers and, where necessary, the Office of the Registrar.

6.1.7 Refrain from engaging in undesirable conduct.

6.2 Personal use of social media

6.2.1 Personal use of social media must be conducted in a manner that indicates no link or association with the College.

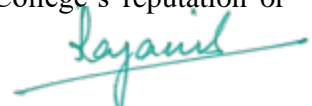
6.2.2 Users of social media for private purposes must ensure that they do not engage in undesirable conduct.

6.2.3 Where opinions are expressed on social media in a user's private capacity, it must be made clear that the opinion is that of the originator thereof and not that of his or her employer.

6.2.4 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.

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




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7. Privacy

7.1 Caution must be exercised before releasing images or videos that are identifiable, and

permission must be obtained before release.

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

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

8. Consequences of Non-compliance

8.1 Users are expected to be mindful of the fact that any activity on social media platforms has an impact on the image of the College, 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.

8.2 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 College, and that it may also constitute a criminal offence, in which case offenders may be prosecuted by the competent authorities.

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

9. Approval of College owned Social Media Sites

College owned social media sites/platforms must be approved by the management

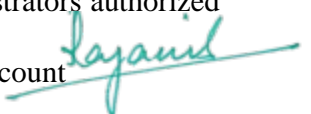
10. Security of College managed Social Media Account

10.1 The coordinator of the Social Media Cell shall be responsible to ensure passwords and other access controls for official College social media accounts are of adequate strength and kept secure.

Under no circumstances should passwords be shared except with other administrators authorized

to use the relevant college account. Passwords must be changed when an account




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