



॥ न हि ज्ञानेन सदृशं पवित्रमिह विद्यते ॥

Social Media Policy



IITE, Gandhinagar



www.iite.ac.in

Social Media Policy



Social Media is an integral part of any organization. These internet-based platforms allow universities like the Indian Institute of Teacher Education (IITE), Gandhinagar to spread information about various events and workshops. Social Media also allows university to engage with students, faculties, and staff members. Thanks to Social Media Platforms now we can broadcast our work with other institutes and policymakers in no time. Hence, it is very crucial to formulate and abide by certain policies regarding social media. These policies will allow the university to keep various social media platforms active and useful for all the stakeholders i.e. Students, Faculty and Staff Members.

Prepared by: PPR Branch

Publisher
Registrar

Indian Institute of Teacher Education





Table of Content

CONTENT	PAGE NO
1. Introduction	04
2. Objectives	05
3. Guidelines	06
4. Know & Follow the Rules	08
5. IITE Ordinance of Social Media	10
6. Be Respectful & Honest	12
7. Social Media at Work	13
8. Details of Social Media Posting	14
9. Important Terms	15



1. Introduction



At the Indian Institute of Teacher Education (IITE), Gandhinagar we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends, and co-workers around the world. However, the use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about the use of social media, we have established these guidelines for the appropriate use of social media.

This policy applies to all social media activities undertaken by the students, academic and other staff members as well as third-party service providers representing the University. An alumni, consultants or any other person participating in social media and who may be identified as having an association with the University, or where University infrastructure is used to access social media.



2. Objectives



This policy is aimed at regulating the use of social media channels/platforms of IITE, Gandhinagar and to inform all the users of social media of their roles, responsibilities and obligations.

IITE, Gandhinagar expects that the users of the University'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.

Further, it is also expected that the users must understand that they have responsibilities as representatives of the University and that their actions can have either a positive or a negative impact on the public image and reputation of the University.

THE MAIN OBJECTIVE OF THIS POLICY IS TO PROTECT THE UNIVERSITY FROM ANY UNEXPECTED NEGATIVE OUTCOME RESULTING FROM THE USE OF SOCIAL MEDIA.



3. Guidelines



In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's blog, journal, podcast, vlog or diary, personal website, social networking or affinity website, web bulletin board, or a chat room, as well as any other form of electronic communication.

3.1 This policy applies to all social media activities undertaken by the students, academic and other staff members as well as third-party service providers representing the University, alumni, consultants or any other person participating in social media and who may be identified as having an association with the University, or where University infrastructure is used to access social media.

3.2 The policy also differentiates between official use of social media and private usage.





3.3 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 University.

3.4 The policy further does not aim to regulate communication by or between staff and/or students, unless it is in contravention of the University's Service Condition Ordinances of the Teachers, Employees and Code of Conduct for students, or is detrimental to the interests of the University.

3.5 This policy explicitly does not apply to protected disclosures (whistle-blowing) as dealt with in the relevant policy.

These principles apply to all the activities one performs online. Ultimately, you are solely responsible for what you post online. Before creating online content, measure some of the risks and rewards that are involved. Keep in mind that any of your conduct can adversely affect the image of yourself, your fellow colleagues and the institution at large.



4. Know & Follow the Rules



Carefully read these guidelines and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, threats of violence, or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action.

4.1 Only disclose and discuss information about the University or its activities which is not confidential and is publicly available (or for which they have explicit consent);

4.2 Take reasonable steps to ensure that content published is accurate and not misleading;

4.3 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;

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

4.5 Always be respectful and courteous when using social media.





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

4.7 Refrain from engaging in undesirable conduct.

4.8 Maintain the confidentiality of IITE, Gandhinagar, or any confidential information of the organization. Do not post internal reports, policies, procedures, or any other internal confidential communications.

4.9 Do not create a link from your blog, website, or other social networking site to IITE, Gandhinagar website without identifying yourself as part of the university.

4.10 Express only your personal opinions. Never represent yourself as a spokesperson for IITE, Gandhinagar. If IITE, Gandhinagar is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of IITE, Gandhinagar.

It is best to include a disclaimer such as “The postings on this platform are my own and do not necessarily reflect the views of IITE, Gandhinagar.”



5. IITE Ordinance for Social Media



Ordinance 12 : Code of Conduct of Employees

12(3) Connection with Press or Radio or News Papers or any mass communication media

- (a)** No employee shall, except with the prior sanction of the Vice-Chancellor, own wholly or in part or conduct, or participate in the editing or managing of any newspaper or other periodical publications
- (b)** No employee shall, except with the prior sanction of the competent authority or any other authority empowered by duties, participate in a radio broadcast or contribute any article or write any letter either anonymously or in his own name or in the name of any other person to newspaper or periodical.

12(4) Unauthorized communication of information

- (a)** No employee shall, except in accordance with any general or special order of the competent authority, or in the performance in good faith of the duties assigned to him communicate, directly or indirectly any official document or information to any person to whom he/she is not authorized to communicate such document or information



Ordinance 24 : Disciplines in the University



24(12) Students are expected not to interact, on behalf of the University, with media representatives or invite media persons on to the campus without the permission of the authorities.

24(13) Students are not permitted to provide audio and video clippings of any activity on the campus to media without prior permission.

24(14) Students are expected to use the social media carefully and responsibly. They cannot post derogatory comments about other individuals from the University on the social media or indulging in any such related activities having grave ramifications on the reputation of the University

24(17) Making a video/audio recording, taking photographs, or streaming audio/video of any person in a location where the person has a reasonable expectation of privacy, without that person's knowledge and express consent.



6. Be Respectful & Honest



Always be fair and courteous to fellow students, faculty members, staff members, or people who work on behalf of IITE, Gandhinagar. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet.

Social Media Platforms will not be used to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, or intimidating, that disparage students, faculty, and staff members, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts, reels, or story meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment based on race, sex, disability, religion, or any other status protected by law or company policy.

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered.

Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the university or its students, faculty, staff members, or people working on behalf of IITE, Gandhinagar.



7. Social Media at Work



Social Media platforms of the university are to spread information with internal and external stakeholders. Only the Public Relations Officer, Social Media Team, and Selected Individuals have the right to post/edit content on the Social Media Platform.

We appreciate your participation and re-sharing the content already posted only on our social media through the link. However, any disrespectful/obscene comment or message on any content posted online shall not be entertained and may lead to disciplinary action against the individual.

Do not use official e-mail addresses to register on social networks, blogs, or other online tools utilized for personal use.

Note:

Media Contacts

Stakeholders should not speak to the media on behalf of IITE, Gandhinagar without contacting the Public Relation Officer of the organization. All media inquiries should be directed to the PPR-Branch of IITE, Gandhinagar.



8. Details for Social Media Posting



Social Media Platforms require regular updates from Students, Faculty and Staff Members. We appreciate the participation and request the concerned individuals to submit the Photos, Videos, Reels, and other relevant information in the prescribed format.

This format allows us to include all the relevant information to the post in timely manner. All the Centers/ Departments/ and Individuals are requested to E-mail the same to the Public Relations Officer of IITE, Gandhinagar at pro@iite.ac.in.

 Details for Social Media Posting	
NAME OF THE COORDINATOR AND DESIGNATION:	
DEPARTMENT / CENTER	
TITLE OF THE PROGRAMME	
NAME OF THE EXPERT AND DESIGNATION	
DETAILS OF THE PROGRAMME	
SUGGESTED CAPTION	
ANY OTHER RELEVANT INFORMATION	



9. Important Terms



Social Media Platforms

A social media platform is a web-based service or application that enables users to create, share, and exchange content and engage in social networking.



Vlog

A vlog, short for video blog, is a type of blog where the content is presented in video format. Similar to traditional written blogs, vlogs focus on a wide range of topics such as travel, lifestyle, beauty, fashion, gaming, technology, and more



Whistle-Blower

Whistle-blower is when a person, often an employee, who reveals information about activity within a private or public organization that is deemed illegal, immoral, illicit, unsafe or fraudulent.



Podcast

A social media platform is a web-based service or application that enables users to create, share, and exchange content and engage in social networking.



Blog

A blog is a type of website or an online platform where individuals or groups of people, known as bloggers, regularly publish content on specific topics or themes.



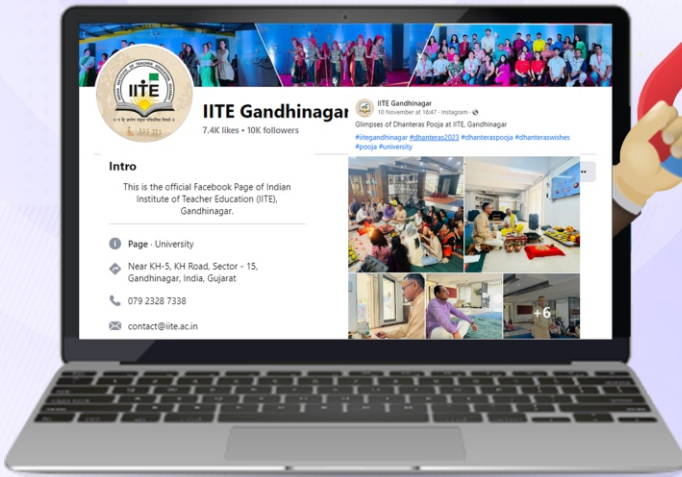
Defamation

A social media platform is a web-based service or application that enables users to create, share, and exchange content and engage in social networking.



Indian Institute of Teacher Education, Gandhinagar

A State Public University Established by Government of Gujarat



SUBSCRIBE



॥ न हि ज्ञानेन सदृशं पवित्रमिह विद्यते ॥

Ramkrushna Paramhans Vidhya Sankul, Nr. Mahatma Mandir, Kh-Road, Sector-15
Gandhinagar-382016, Gujarat, India

Phone : +91-79-29999501, 23243733/34

Email: contact@iite.ac.in, Web : www.iite.ac.in     [iitegandhinagar](https://www.youtube.com/iitegandhinagar)

www.iite.ac.in