

## AIR UNIVERSITY SOCIAL MEDIA POLICY & GUIDELINES

1. **Introduction.** Air University (AU) will make best use of social media to communicate and build relationships with prospective and enrolled students, alumni, employees, parents and community at large. All modern media will also be utilized to propagate AU core competencies and achievements for marketing. The University supports free and open expression and appropriate use of social media for active and timely communication with all stakeholders. The policy applies to all social media postings on an institutional official accounts or as a representative of the University on any other site. AU social media administrators reserve the right to remove user generated contents or comments in accordance with this policy for the safety, security and prestige of the University and potential audiences.

2. **Aim.** The aim of this policy is to ensure quality of contents and appropriate use of approved/official social media channels for promotion of Air University and to share information with all stakeholders.


3. **Applicability.** The social media policy and guidelines are applicable to Air University students and employees posted on behalf of the University as well as those who are using social media for collaborative purposes while identifying their affiliation with AU. The AU Official Social Media Accounts would be generated/ maintained at following social networking sites only:-

- (a) Facebook
- (b) Twitter
- (c) YouTube
- (d) LinkedIn
- (e) Instagram

4. In future, considering the importance of any specific social media platform and Air University needs, further accounts may be created as well.

5. **Requirements of Social Media Accounts.** Following are main requirements of social media accounts:-

- (a) The potential audience would be identified and a dedicated individual would be assigned responsibilities for creating content and managing the account.
- (b) The scope of content should be in line with mission of AU to attract target audience.
- (c) The competent authority (designated by the VC) would duly approve the name of account.
- (d) If any department or individual intends to set up official social media account representing AU, s/he would be required to submit a proposal to Registrar AU along with its objectives and goals for use of designated account.


OPI	Date of applicability/issue	Page No	Signature
Registrar's Office	06 December 2021	01 of 06	

- (e) A dedicated Social Media Account Registration Form (**Annex "A"**) would be maintained for record purpose.
- (f) The AU Central Social Media Coordinator (SMC) will not manage the independent Dept. or individual account, but login information would remain with SMC to use in case of an emergency.
- (g) The accounts would only be registered for faculty and staff members who will use their au.edu.pk email addresses. Any account using the name, crest, or likeness of Air University will not be registered.
- (h) For promotion or advertisement, the SMC would seek prior approval of scope and estimated budget to spend for paid campaign.
- (i) The quality of contents, comments and overall scope of the social media account (s) would be monitored frequently by SMC or authorized social media account administrator (s).
- (j) The content creation, approval and posting would be followed as stated in organogram (**Annex-B**).

6. **Mechanism for managing Air University accounts.** Following mechanism would be followed:-

- (a) All proposals to create official Air University social media accounts must be submitted to the Registrar for approval prior to creation and inclusion in the social media directory.
- (b) All social media accounts created on behalf of the Air University must be linked to a department's administrative email account or an employee's university's official e-mail account.
- (c) An employee would never use a personal email account to establish a University related social media account. More than one University employee would have administrative access of the account. Administrative access will be terminated upon the employee's disassociation with AU, reassignment to another job or for disciplinary reasons (*whichever is applicable*).
- (d) Social media accounts created on behalf of Air University are the sole property of the University. If a university department, society, club or organization account is linked to an individual person, that person would relinquish all rights of the account, unless they work with the AU central Social Media Coordinator (SMC) (**as designated by the VC on recommendation of Registrar**) to transfer ownership of the account. Additionally, all social media sites (*new and existing*) must follow outlined branding and best practices guidelines.

7. **Posting on AU official accounts.** Followings are prohibited for posting on AU social media accounts:-


OPI	Date of applicability/issue	Page No	Signature
Registrar's Office	06 December 2021	02 of 06	

- (a) AU officials account contents that violates organization policies, regulations and state or federal laws.
- (b) Comments related to legal matters, ongoing investigations or litigation.
- (c) Posting using University brand, logo or name to endorse any personal viewpoint, product, private business, political or religious cause.
- (d) Post representing personal opinions as University endorsed views or policies.

**Note:-** Posting of fake or unauthorized contents at any social media AU account Social media Coordinator (SMC)/administrator (s) reserves the right to review and remove inappropriate contents.

8. **Salient of Policy.** Following are salient of policy:-

- (a) **Use of the Air University Name & Logo.** "Air University" is a federally chartered University duly recognized by Higher Education Commission (HEC) of Pakistan. The Air University name, logo or any other University images or iconography may not be used on personal, organizational or departmental sites, which promotes a product, cause, political or religious party or candidate. Editing or modification of AU logo (s) are strictly prohibited.
- (b) **Media Inquiries.** Anyone responding to media inquiries must contact the department through Registrar for a factual and policy based response.
- (c) **Posting of Notifications.** All official notification would be generated by the Registrar Air University on the behalf of AU Management and will be posted on the Air University social media accounts with links to additional information. Departmental social media accounts may never independently post emergency information without the consent and permission of competent authority.
- (d) **Confidentiality.** Posting of sensitive or proprietary information about Air University, personal, medical or financial information about faculty, students, alumni or employees is prohibited. Sound ethical judgment should be exercised. AU policies and law of state on use of social media must be followed.
- (e) **Respect Copyright and Fair Use.** Copyright and intellectual property rights of others and of the Air University must be observed.
- (f) **Be Aware of Liability.** All social media users are responsible for what they post on their own sites and on the sites of others. Social media users would be held liable for commentary deemed copyright infringement, defamatory, threatening, proprietary, libelous, or obscene (as defined by the law). Posts must be true, accurate and helpful and do not expose the University or the user to legal liability.

OPI	Date of applicability/issue	Page No	Signature
Registrar's Office	06 December 2021	03 of 06	

(g) **Respect University Time and Property.** The employees should use University computers during working hours only for University related tasks/business. Official computer and network are prohibited for commercial and unethical uses.

(h) **Be Accurate.** All social media users are required to ensure that posts are accurate and factual. It is desirable to verify information with a source prior to post on social media accounts. If a user makes an error, s/he needs to correct it quickly. Spelling and grammar are extremely important when representing Air University; all users are required to verify contents before posting.

(j) **Be Timely.** Timeliness is one of the expectations of social media. All AU social media users would remain prepared with relevant information for quick communication in response to new developments and announcements. They would also ensure that the messaging on social media is coordinated with relevant departments.

(k) **Monitor Comments and Response.** Social media representatives monitor audience comments, which are not always positive therefore; it would be required to respond to negative comments (if required) professionally and by providing any additional information that can resolve the issue. AU SMC and other official users would be required to regularly monitor and respond to comments and remove any inappropriate comments or advertising for products or services not associated with Air University.


(l) **Visual Content.** Photographs should be of high quality and sized appropriately for posting online for information about Air University. Photos from cell phones and tablets can be acceptable with good quality only (these should not be blurry or pixelated). Photos should not have logos from other competitor institutions. If an individual is approached and asked to remove a photo due to any reason, the photo should be removed promptly.

(m) **Photography and Video.** No user is allowed to post a photograph or video of a fellow student or employee without the latter's consent. Failure to conform to this practice will result in strict disciplinary action. This applies to AU social media sites and to personal sites that identify the owner as an AU student or employee.

(i) Photographs posted on social media sites should be relevant to the University mission and objectives. Individual projection is prohibited. Posting of single shots of individuals, especially females, is not allowed.

(ii) Photographs posted on social media sites easily can be appropriated by visitors. Consider the fact, adding of a watermark and/or posting images at 720 dpi and approximately 800x600 size is recommended. Images of this size are sufficient for viewing on the Web, but not suitable for printing.

(n) **Authentic Social Media Sites.** Only AU staff and faculty members are allowed to maintain social media sites on behalf of AU. Employees and students would take permission/authorization from AU management prior to making and account to represent the University.

OPI	Date of applicability/issue	Page No	Signature
Registrar's Office	06 December 2021	04 of 06	

(o) **Protection of Confidential Information.** No user is allowed to use confidential, private or proprietary information about AU, students, faculty and staff. Students should not to indulge in sharing any information that damages the reputation of the university, fellow students or any faculty/staff members. Employees may not share any confidential information regarding the University by any means.

9. **Social Media Ethics.** Following are basic ethics for use of social media:-

(a) **Get Your Facts Right.** All social media users representing the Air University are required to post the content with correct information. Ideally, this practice should be exercised while posting contents in personal capacity. For correct information, the users are required to coordinate with concerned departments.

(b) **Maintain Decorum.** As an AU student or employee, it is responsibility of every one to respect the dignity of others and be civilized and thoughtful even while responding to opposing ideas.

(c) **Do Not Promote Personal Views.** AU social media sites cannot be used to project personal views. Focus should be on upholding the University's mission and values. No political comments are allowed except in support of AU public position on certain matters as already communicated.

10. **Content Management.** Following guidelines may be followed:-

(a) **Accept Responsibility.** You would be personally responsible for the content that you post on the University social media site. So act responsibly.

(b) **Avoid Duplication of Posts.** Duplication of a post must be avoided. Get it right the first time and stick to it. To maintain the seriousness and authenticity, duplicate posts on AU social media sites are prohibited. AU Social media users are required not to make the same post on multiple pages unless essentially needed.

(c) **Respect for Personal Privacy.** Air University students or employees are not allowed to project anyone's personal matters. Never publish content that amounts to a personal attack, slur, defamation or discrimination of any sort.

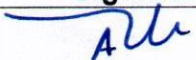
(d) **Be Professional.** AU social media posts must never contain or link to following:-

(i) Obscene or indecent website

(ii) Threats

(iii) Derogatory remarks directed at specific social groups, institutions or the University

(e) **Be Yourself.** AU students or employees are not allowed to make a statement on behalf of another student or employee. This includes impersonating someone else or hiding your identity while making a comment or post.

OPI	Date of applicability/issue	Page No	Signature
Registrar's Office	06 December 2021	05 of 06	

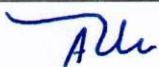
(f) **Moderation of Comments.** Since social media sites are participatory in nature, they involve multiple sharing amongst users. All comments and discussions must be moderated by the social media accounts' admin to eliminate abusive, unethical or off-topic remarks.

11. Air University would have all rights to take disciplinary action or take individual to court of law in case s/he uses social media accounts to defame Air University, sub campuses, constituent and affiliated colleges.



(JAVOID AHMED)  
Air Marshal (Retd)  
Vice Chancellor

IBD/AU/136/2/REG dated <sup>09</sup> December 2021

OPI	Date of applicability/issue	Page No	Signature
Registrar's Office	06 December 2021	06 of 06	

Air University Social Media Account Registration Form				
Date:		Dept:		
Objectives of Social Media Account				
Select proposed Social Networking Site	Facebook <input type="checkbox"/>	Twitter <input type="checkbox"/>	Instagram <input type="checkbox"/>	YouTube <input type="checkbox"/>
	LinkedIn <input type="checkbox"/>			
	Other (Please Specify): _____			
Prospective Audience				
Proposed Title of Account	Preference-1			
	Preference-2			
	Preference-3			
Proposed Account Administrator	Name:		Designation:	
Concerned Dean/ Director	Name & Signature :		Stamp:	
Registrar's Remarks				
Recommended :	<input type="checkbox"/>	Not Recommended :	<input type="checkbox"/>	
Signature:	Stamp:	Date:		
Vice Chancellor:	Approved: <input type="checkbox"/>	Not Approved: <input type="checkbox"/>		
	Sign:	Date:		
For Official Use:				