Social Media Policy

I. Introduction

Social media platforms are powerful communication tools that have a significant impact on an organization and its professional reputation and have transformed the way we communicate. Popular social media channels are constantly growing and shaping the image of both individuals and organizations. The University of Sharjah has established the following policies to clarify how best to enhance and protect the University, as well as personal and professional reputations, when participating in social media.

II. Entities Concerned

The following policies apply to all employees and units of the University and need to be abided by students, staff, and faculty members.

III. Social Media Definition

Social media is defined as the collective of online communication channels designed to share information and ideas using highly accessible and scalable publishing techniques online. The role of the primary social media accounts for the University of Sharjah is to engage the students and the community. It aims to promote events and activities, celebrate outcomes and boost the reputation of and affinity to the university. Content from other areas of the University is welcome and encouraged, but it is guided by an established process and posted at the discretion of the Communication Committee.

University of Sharjah official Social Media platforms include the following:

- o Facebook: http://www.facebook.com/usharjah/
- o Instagram: https://www.instagram.com/usharjah/
- o Twitter: https://twitter.com/usharjah
- o YouTube: https://www.youtube.com/usharjah

IV. Best Practices for personal use of Social Media

1- Do not launch any Social Media platform on behalf of the University or bearing its name/logo/emblem.
2- Do not use University logos or trademarks without permission.
3- All university employees and students should be encouraged to follow and like all the University's Official social media channels.
4- Think twice before posting. If you would not say it at a conference or to a member of the media, consider whether you should post it online. Even when you are personally engaging, if in your Social media profiles you have identified your affiliation with University Of Sharjah, as a student/professor/staff, other users will associate you with the university.
5- University employees, faculty and students should never share any confidential information online.
6- Behave according to University's Code of Ethics, even in the digital world.
7- Refrain from commenting on controversial subjects like opinions on regulatory and legal issues on behalf of the university.
8- Always identify your views as your own and it should be clear that the views expressed are not necessarily those of the University.

Everyone in the UoS community should be aware that social media presents distinct considerations as it relates to representing the University.

V. Entities Concerned

The following policies apply to all employees and units of the University and need to be abided by students, staff, faculty members, and professors.

VI. Non-compliance

The University has the right to take disciplinary action reinforced by the Chancellor in the case of non-compliance with this policy and guidelines.

Publishing any offensive and defamatory material on the social media may constitute a crime punishable by the Federal Decree-Law No (5) of 2012 regarding Information Technology Crimes. Therefore, please review and adhere to the provisions of the said decree-law.

For for any other matters or questions, please contact University Communication Committee at UOSSocial@sharjah.ac.ae