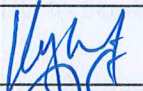
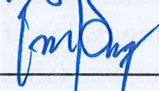
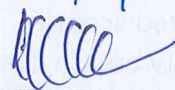
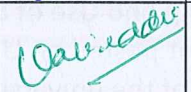




Policies & Procedures Manual

UIT University

Title of Policy: Social Media Management and Public Information Communication Policy	
Revision Date (if any): NIL	
Policy Area: General	Policy Number: UITU/P/GEN/009-V1
Approved by (Statutory Body/ Competent Authority): 06th Academic Council	
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	Name	Designation	Signature	Date
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Approved by:	Engr. Prof. Dr. Vali Uddin	Vice Chancellor		5/9/25

Note: The policy is effective immediately upon approval and supersedes all previous versions. It will remain in force until revised or replaced by an updated policy issued by the university authority.

Social Media Management and Public Information Communication Policy

1. Purpose

- 1.1. This policy outlines the acceptable, responsible, and transparent use of social media and public information communication by all members of the UIT University (UITU) community, including faculty, staff, students, and affiliated individuals.
- 1.2. It applies to all platforms, official and unofficial, connected to UITU and ensures that all public-facing communication upholds the university's values of integrity, clarity, accountability, and professionalism.

Social Media Management

2. University-Controlled Social Media Accounts

- 2.1 UITU (through designated social media handler, authorized by Director Admissions and External Affairs) will only be responsible for all social media pages, groups, channels, and platforms that designated university officer officially manages.
- 2.2 These include platforms operated under the authority of UITU's departments or authorized individuals.
- 2.3 Any social media accounts, pages, or channels that bear the name "UITU" or "UIT" but are not officially managed by the university will be considered outside UITU's jurisdiction.
- 2.4 UITU disclaims any responsibility for content shared on such platforms.

3. Unofficial Use of UITU Name

- 3.1 Faculty, staff, or students who operate social media accounts in a personal capacity must not use the UITU or UIT name unless explicitly authorized. If the university's name is used, the word "Unofficial" must be clearly and prominently displayed in the account's title or description.
- 3.2 Unauthorized use of UITU branding, logos, or name in a misleading manner will result in legal action.

4. Use of Necessary Security Mechanisms

- 4.1 Individuals managing official UITU social media accounts should ensure to use, appropriate security measures (strong passwords, confidentiality, 2FA) must be in place to prevent unauthorized access.
- 4.2 Any security breach due to negligence may lead to disciplinary action.

5. Ownership and Use of Social Media Content

- 5.1 All content posted on UITU's official social media pages or channels is the intellectual property of the university. This content cannot be reused, copied, or reposted without prior permission by the concerned authority.
- 5.2 Any authorized use must include proper credit and cross-referencing of the original source.

6. Protection of Confidential Information

- 6.1 Social media posts must not disclose any confidential, proprietary, or sensitive information about UITU, its students, faculty, or staff. This includes personal data, academic records, and financial information.
- 6.2 Any breach of privacy or confidentiality, whether intentional or accidental, may lead to disciplinary and legal consequences.

7. Approval Process for Official Posts



7.1 All content intended for publication on UITU's official social media platforms must undergo the formal approval process as defined and updated by the Vice Chancellor from time to time.

7.2 Only designated and authorized personnel are permitted to create, approve, or publish content on official university accounts.

7.3 All posts must align with the university's mission, values, and strategic objectives.

8. Crisis Management and Social Media Response

8.1 In times of crisis or emergencies, only designated university personnel, such as the public relations or crisis communication team, are permitted to post updates on official platforms. No unauthorized personnel may comment on such matters without approval.

8.2 The competent authority reserves the right to suspend all social media activity during a crisis to ensure accurate and consistent communication.

9. Appropriate Online Conduct

9.1 Members of the UITU community must act with integrity, respect, and professionalism on social media. The use of social media to harass, threaten, abuse, exploit, or invade the privacy of others is strictly prohibited.

9.2 Social media must not be used in a way that harms the reputation of the university, its members, or other individuals or groups.

10. Consequences for Policy Violations

10.1 Any individual affiliated with UITU, including students, faculty, and staff, who violates this social media policy will be subject to disciplinary actions as deemed appropriate by the university administration. This could include warnings, suspension, or other penalties.

11. Cultural and Ethical Guidelines

11.1 Social media content that involves UITU-related matters must adhere to basic moral, cultural, and professional decency standards. Posts should be respectful, inclusive, and mindful of the diverse community that UITU serves.

12. Legal Compliance

12.1 All social media activity involving UITU must comply with applicable local, national, and international laws, including copyright, intellectual property, and data protection laws.

12.2 Any content that violates legal standards or promotes illegal activities will be removed, and the responsible parties may face legal and disciplinary action.

13. Social Media Engagement Guidelines

13.1 When interacting with the public or responding to comments on official UITU social media platforms, all replies must be respectful, professional, and in line with the university's values. Discriminatory, inflammatory, or harmful language is prohibited.

13.2 The university encourages positive engagement, but any misuse of the comment section, including trolling, spreading misinformation, or using hate speech, will result in content removal and possible user bans.

14. Handling Negative Feedback and Online Reputation

14.1 Negative feedback about UITU on social media must be handled with professionalism. Designated social media handlers will respond constructively, avoiding emotional or personal responses.

14.2 In cases of severe reputational damage or misinformation, UITU may issue official corrections or responses. These responses must be timely and coordinated with the university's overall communication strategy.

15. Use of Images, Videos, and Branding



15.1 Official social media posts that include images, videos, or multimedia must comply with UITU's branding guidelines. All media used should respect copyright laws, and appropriate permissions must be obtained for any third-party content.

15.2 Consent should be obtained before posting images or videos featuring identifiable individuals, unless they are part of a public event where consent is implied.

16. Monitoring and Compliance

16.1 The university reserves the right to monitor its official social media platforms to ensure compliance with this policy. Any content that is deemed inappropriate or misaligned with UITU's mission may be removed at the discretion of the administration.

16.2 UITU may periodically review and update this policy to reflect evolving social media norms, technological advancements, and legal requirements.

17. Utilizing Best Practices

17.1 Social media managers must stay informed on evolving trends and platform changes to maintain an effective social media presence.

18. Archiving and Record-Keeping

18.1 All posts, messages, and multimedia shared on UITU's official social media platforms can be archived for record-keeping purposes. These records may be used for internal audits, legal inquiries, or reviews.

19. Personal vs. Professional Boundaries

19.1 Faculty and staff must maintain clear distinctions between their personal and professional use of social media. Personal opinions posted on private accounts should not be construed as representing UITU.

19.2 If an employee's has mentioned their role at UITU on their personal profiles, a disclaimer should be included to clarify that their views do not reflect the university's official stance.

Public Information Communication

20. Authority and Responsibility for Official Communication

20.1 All official public communication and notifications for students, faculty, or external audiences must be issued exclusively through the Office of the Registrar or designated personnel authorized by the Vice Chancellor.

21. Approved Communication Channels

21.1 Communications will be disseminated through the following official channels:

21.1.1 UITU official website

21.1.2 Verified social media accounts

21.1.3 University notice boards

21.1.4 Official email accounts (@uitu.edu.pk)

21.1.5 SMS notification systems

21.1.6 Printed circulars and official letters

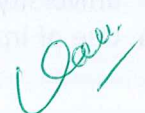
21.1.7 Press releases via authorized media representatives

22. Unauthorized Public Communication

22.1 No faculty, department, student, or employee is allowed to issue press releases, public statements, or policy-related announcements on behalf of UITU without prior authorization.

22.2 Misuse of communication channels or misrepresentation may lead to disciplinary or legal action.

23. Internal to External Information Flow



23.1 Internal reports, achievements, and student news intended for the public domain must go through the Registrar Office before being released.

23.2 Media interaction and interviews representing UITU must be pre-approved.

24. Student Notifications and Academic Updates

24.1 All academic and institutional updates for students will be delivered via:

24.1.1 University Notice Boards

24.1.2 Student portal

24.1.3 University email

24.1.4 Website notices

24.1.5 Official social media platforms

25. Timeliness and Accuracy

25.1 All public announcements must be timely, clear, and factually correct.

25.2 The Registrar's Office is accountable for ensuring consistency and compliance.

26. Record Keeping and Archiving

26.1 All notifications, announcements, press releases, and public records must be stored and archived digitally by the Registrar's Office for a minimum of five years.

27. Confidentiality and Data Protection

27.1 No communication shall contain personal, sensitive, or confidential data unless legally permitted or with written consent.

27.2 UITU complies with relevant data protection laws and ethical standards.

28. Crisis and Emergency Communication

28.1 In case of an emergency, only the Vice Chancellor or designated officials permitted by the Vice Chancellor are permitted to communicate with the public.

28.2 A structured chain of command must be followed to ensure accuracy and avoid confusion.

29. Compliance

29.1 All UITU stakeholders must adhere to this policy. Violations may result in restricted access to communication tools, disciplinary action, or formal investigation.

30. Implementation and Communication

30.1 This policy is effective immediately and must be implemented across all departments and units.

31. This policy is subject to periodic review and revision to ensure its continued relevance and effectiveness.



