
SOCIAL MEDIA RULES AND REGULATIONS FOR UNIVERSITY OF ALLAHABAD

THE SOCIAL MEDIA COMMITTEE:

The guidelines of the Department of Higher Education, Government of India vide letter dated 24th June 2019 regarding effective use of social media platforms to attain transparency in the achievements of Ministry (i.e. MHRD) are implemented by the University of Allahabad (called hereafter 'The University'). A committee constituted by the Vice Chancellor of the University, consisting the Chairman and four other members (called hereafter 'The Team') was mandated to have responsibility and rights to create, access, monitored and supervised the social media handle. It will be responsibility of the team to keep the platform updated and current to present recent facts.

The responsibility comes with challenges and the first challenge is to conduct social media practices clean/impartial to maintain the dignity of more than 132 years of the University. The team met on July 10, 2019 and duties assigned as Chairman to [Prof. Pankaj Kumar](#), input in-charge/convenor to Public Relation Officer [Dr. Chitranjan Kumar](#) and Nodal Officers/Handlers to [Dr. Richa Mishra](#), [Dr. Ravindra Pratap Singh](#) and [Mr. Sudhakar Mishra](#). It is decided that the team will meet frequently to finalize other modalities.

THE TEAM WILL HAVE RIGHT TO:

- Access all the social media authorised accounts of the University.
- Post information related to any academic/non-academic activity of any unit of the University.
- Block any account if found mis-dealing
- Interfere in social media conversations and to place clarifications on the behalf of the University.
- Connecting to other social media members and sites builds credibility and community, certain cause, group or person.

It was also resolved to frame certain rules and regulations to handle different social media platform by its Employee and Students representing the university at such platforms. Here, the social media includes social networking sites such as Facebook, Twitter, and Instagram. It is also expected of all the users to acquaint themselves with these rules and regulations to avoid any legal and penal actions in case these rules are breached or violated.

DOS AND DON'TS FOR THE USER:

The stakeholders of the University including the Employees and Students (undergraduate/postgraduate/research scholars) will not be the primary administrators of any social media sites for any unit of the university College/Department/Centres, until it is not been assigned administratively through proper channel. They have to post responsibly while mentioning the University in their social media posts to maintain dignity of the University, like:

- As a representative of the university, be respectful, positive, helpful and informative.
- Do not engage in negative banter and do not take a political stand on topics or legislation.
- Do not post private, restricted or sensitive information about the University or its students, staff, faculty or alumni. Types of private information include Right to Privacy-protected information, Aadhar numbers, financial information and records.
- Do identify yourself by name and, when relevant, your role, when you discuss the University or matters relating to it.
- Do be mindful that whatever you publish will be public for a long time, possibly for your entire career.

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- When posting, be mindful of the copyright and intellectual property rights of others and of the University.
 - Restrict yourself to use the university logo or any other university images or iconography on personal social media sites.
 - The University logo cannot be modified or used for personal endorsements, and name of the University cannot be used to promote a product, cause, political party or candidate.
 - Avoid the use of the university's name to promote a product, cause or political party or candidate.
 - Consider carefully who you "friend," "follow," link to or allow into your site and to what extent you will allow comments.
 - Take the high ground, if you identify your affiliation with the University in your comments, readers will associate you with the University.
 - Do not forget to disclaimer that your views are your own.
 - Don't assume that posting anonymously will keep your true identity secret if you publish inappropriate comments and content.
 - Remember that you're most likely to build a high-quality following if you discuss ideas and situations civilly.
 - While joining a social media group or comment on someone's blog be a valued member and make sure you are contributing valuable insights.
 - Don't post information about topics like the University events or a book you've authored unless you are sure it will be of interest to readers.
 - Self-promoting behaviour is viewed negatively and can lead to you being banned from websites or groups, so avoid it.
 - While you want to be honest about yourself, don't provide personal information that scam artists or identity thieves could use against you.
 - Don't list your home address, telephone number, or e-mail address to divulge your identity.
 - Always log out of your account when using public computers to protect yourself from "phishers" or those who might try to hack your account, and reset your password in the event of a breach.
 - You are legally liable for what you post on your own site and on the sites of others.
 - Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts).
 - Be sure that what you post today will not come back to haunt you.
 - Employers are increasingly conducting Web searches on job candidates before extending offers.
 - Avoid writing in the third-person plural (e.g. "we", "us", "our").
 - Make it clear you speak for yourself and not on behalf of the University.
 - Don't forget that the University is represented by its people and what you publish will inevitably reflect on the image of the University.

Keep strings attached, as you are representative of the University in your environment, so protect the shield.

One should not forget cite or refer to the University without proper approval, doing so could land you in legal trouble. Posting/publishing or liking/sharing any inappropriate comment can constitute an offence under Social Media Laws of India, which is regulated by the Information Technology Act, 2000 and the issues arising out of the IT Act control and deal under IPC of Constitution of India. A glimpse is provided here to handle the issues arising out of the use of the internet(*for details go through the IT Act 2000 as amendment up to date*):

- Tempering with computer source documents- Offence under Section 65 of the IT Act
- Posting of defamatory comment or material against someone- Offence under Section 66A of the IT Act, punishable with imprisonment.
- Computer related offences- Section 66 of the IT Act
- Publishing private images of others- Offence under Section 66E of the IT Act
- Publishing information which is obscene in electronic form- Offence under Section 67 of the IT Act
- Publishing images containing sexual acts- Offence under Section 67A of the IT Act
- Publishing child porn or predating children online- Offence under Section 67B of the IT Act
- Misrepresentation- Offence under Section 71 of the IT Act
- Posting defamatory material or comment- Criminal defamation under Section 499 of IPC.
- Posting or selling pornographic material on the net- Offence under Section 292, 292A, 293, 294 IPC punishable with imprisonment.
- Posting secret information, documents of Government, photographs of prohibited place(s)- Punishable for the violation of Officials Secrets Act.
- Posting copied material anywhere as it may be in violation of the Copyright Act under Copyright Act.
- Posting of defamatory material or comment against someone- he/she can sue before the civil court and seek damages besides injunction.

Any act, or omission in relation to the social media accounts of the University of Allahabad, by any person, shall be subject to the relevant provisions of the Constitution of India, the India Penal Code and the Information Technology Act. If any of the above are found to be violated, the University reserves the right to pursue the appropriate judicial recourse against such act or omission.

Along with above mentioned, obey the Terms of Service of any Social Media platform employed:

Facebook: <https://www.facebook.com/legal/terms>

Twitter: <https://twitter.com/tos>

Instagram: <https://help.instagram.com/581066165581870>

Also note the university website (www.allduniv.ac.in) remains the official communications vehicle.