



# CHANAKYA UNIVERSITY

(Established Under the Chanakya University Act -Karnataka Act No 37 of 2021)

## Social Media Guidelines

### Introduction:

Chanakya University aspires to offer globally relevant education and our endeavors are integrated with the values of **Creativity, Humanism, Integrity, Teamwork and Academic Freedom**, aspiring with Ideas and affiliated to Ideals.

As **digital rhetoric** becomes an integral part of our personal and professional life, this policy is presented to guide the **use of Social Media channels** and regulate the association and representation of accounts by the Students as Individuals and Student/ Staff/ Associates of Chanakya University

Social Media refers to the **User Centric Interactive** technologies that facilitate creation and sharing of Ideas, Interests, Knowledge, etc. for the purpose of Collaboration and seeks to build **virtual communities through Human network**.

### Purpose:

Social Media for Positive **Education, Professional Empowerment** and Personal **Enrichment**

### Identity:

Organizations, Institutions and Individuals use the Social Media profile of individuals to assess Competence and Attitude for professional engagements. Ensure that **You are not a part of any conversations or community**, that are Considered inappropriate or Difficult to defend.

### Affiliation:

Social Media generally have open/ free Membership, with limited Security credentials, understand the Nature of promoting company/ Nationality of origin, **to prevent Abuse/ Misue of Data**.

### Dimensions:

Social media serves opportunities for Personal and Professional collaboration, hence, maintain a clear distinction of purpose with the **nature of Content** posted in the channel.

### Permanence of the Post:

Contents posted on the Media channels remains in the **virtual repository, even after deletion**. Avoid Impulsive Communication. They are liable to be misused, for any related/ unrelated references in any given time in the future.

### The Context:

Present the content you post of the media with a clear context, as they may be taken out of context for unintended representation.

### Customization:

Every SM channel have a distinct purpose, style and audience. Consider the **appropriateness of the message** as applicable on these parameters before posting the same.





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## Responsibility:

You shall be **responsible for the contents created, shared and acknowledged** in your account, and are subject to legal scrutiny. You shall be held responsible for any violations of legal provisions and regulations.

## Institutional Association:

You are expected to be aware of the Culture, Values and Governance of the University and expected to exercise caution in your Expressions in SM as they **can perceived as a reflection** of the organizational or professional culture of the University.

## Confidentiality:

**Maintain confidentiality** of any information related to the University/ Staff/ Stakeholders. Do Not post them on the media without the written consent of the Concerned People or authorities of the University.

## Language:

There shall be **No use of Language/ Symbols** considered abusive, vulgar, profane, unparliamentary or hurtful in any of the communication that you initiate or participate.

## Grievances:

Social Media is not channel to air personal or professional grievances, as they may lead to the **aggravation and not the resolution** of the issues.

## Reporting Abuse:

Report any form of **unacceptable or unwarranted content or issues in the social media**, especially those related to the organization or professional practice. You shall contribute to maintain ethical standards in the social media communication.

## Purpose:

The **social media is a powerful instrument** in Teaching, Learning, Connecting and Collaborating. The University shall make the most effective use of social media in furthering the learning practices and promoting a positive culture.

## Promotion:

The Staff may use **social media for fostering a culture of education**, in alignment with the stated vision of the University and enlighten the students regarding the same. The policy favors periodic training and review of the use social media.

## Follow:

The Staff, Students and Stakeholders are **encouraged to contribute to a healthy Social Media** culture by creating, sharing, following and facilitating healthy posts and practices for and on behalf of the University, through the consent of the appropriate authority.





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## Custodian:

The **Branding and Communication division** of the University is the official custodian and shall take measures to preserve the sanctity of Social Media communication related to the University and the Learning ambience.

You may **contact the concerned officials of the University**, for any clarifications or consultancy in being a part of the social Media campaign of the University, whose details are given below,

- The Director,  
Branding & Communication, Chanakya University.
  
- The Manager,  
IT and Social Media, Chanakya University.

## Important:

These Policy applicable to the **Student, Staff or Associates of the Chanakya University** and any violations in letter and spirit, shall be **liable for corrective measures**, as defined by the concerned Authority.

## Conclusion:

The University recognizes the growing importance of social media as an integral part of Personal growth and Professional aspirations. We appreciate freedom of expression as a fundamental right of individuals and wish to advice the **exercise of Conscious discretion** in managing one's own independent virtual world.

  
  
Director-Communications

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