



OFFICE OF THE DEAN/CHIEF EXECUTIVE GOMAL MEDICAL COLLEGE MEDICAL TEACHING INSTITUTE DERA ISMAIL KHAN

Gomal Medical College Social Media Policy And Guidelines

1. Introduction.

Gomal Medical College MTI, DIKhan 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 GMC core competencies and achievements for marketing. The College 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 College on any other site. GMC 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 College 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 Gomal Medical College MTI, DIKhan and to share information with all stakeholders.

3. Applicability.

The social media policy and guidelines are applicable to Gomal Medical College MTI, DIKhan students and employees posted on behalf of the College as well as those who are using social media for collaborative purposes while identifying their affiliation with Gomal Medical College MTI, DIKhan. The GMC Official Social Media Accounts would be generated/maintained at following social networking sites only.

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

4. In future, considering the importance of any specific social media platform and Gomal Medical College MTI, DIKhan needs further accounts may be created as well.

5. **Mechanism for managing Gomal Medical College MTI, DIKhan Accounts**

Following mechanism would be followed.

- (a) All proposals to create official Gomal Medical College 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 Gomal Medical College must be linked to a department's administrative email account or an employee's College official e-mail account.
- (c) An employee would never use a personal email account to establish a College related social media account. More than one College employee would have administrative access of the account. Administrative access will be terminated upon the employee's disassociation with Gomal Medical College MTI, DIKhan, reassignment to another job or for disciplinary reasons (*whichever is applicable*).
- (d) Social media accounts created on behalf of Gomal Medical College MTI, DIKhan are the sole property of the College. If a college 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 GMC central Social Media Coordinator (SMC) (***as designated by the Dean on recommendation of Vice Dean***) to transfer ownership of the account. Additionally, all social media sites (*new and existing*) must follow outlined branding and best practices guidelines.

6. **Posting on GMC official Accounts**

Followings are prohibited for posting on GMC social media accounts.

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

Social media Coordinator (SMC)/administrator (s) reserves the right to review and remove inappropriate contents.

7. **Salient of Policy.**

Following are salient of policy.

(a) Use of the **Gomal Medical College** Name & Logo. "**Gomal Medical College**" is KMU affiliated College. The Gomal Medical College name, logo or any other College 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 GMC logo (s) are strictly prohibited.

(b) **Media Inquiries.**

Anyone responding to media inquiries must contact the department through Vice Dean for a factual and policy based response.

(c) **Posting of Notifications.**

All official notification would be generated by the Vice Dean Gomal Medical College on the behalf of GMC Management and will be posted on the Gomal Medical College 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 Gomal Medical College, personal, medical or financial information about faculty, students, alumni or employees is prohibited. Sound ethical judgment should be exercised. GMC 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 Gomal Medical College 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 College or the user to legal liability.

(g) **Respect College Time and Property.** The employees should use College computers during working hours only for College 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, she/he needs to correct it quickly. Spelling and grammar are extremely important when representing Gomal Medical College all users are required to verify contents before posting.

(j) **Be Timely.** Timeliness is one of the expectations of social media. All GMC 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. GMC 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 Gomal Medical College MTI, DIKhan

(l) **Visual Content.** Photographs should be of high quality and sized appropriately for posting online for information about Gomal Medical College. 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.

(i) 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 GMC social media sites and to personal sites that identify the owner as an GMC student or employee.

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

(iii) 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 theWeb, but not suitable for printing.

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

(n) **Protection of Confidential Information.** No user is allowed to use confidential, private or proprietary information about GMC, 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 College by any means.

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

(a) **Get Your Facts Right.** All social media users representing the Gomal Medical College 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 GMC 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.** GMC social media sites cannot be used to project personal views. Focus should be on upholding the College mission and values. No political comments are allowed except in support of GMC public position on certain matters as already communicated.

9. **Content Management.**

Following guidelines may be followed.

(a) **Accept Responsibility.** You would be personally responsible for the content that you post on the College 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 GMC social media sites are prohibited. GMC Social media users are required not to make the same post on multiple pages unless essentially needed.

(c) **Respect for Personal Privacy.** Gomal Medical College 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.** GMC 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 College.

(e) **Be Yourself.** GMC 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.

(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.

**Dean/Chief Executive
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MTI DIKhan**