



# Delhi Metropolitan Education

Affiliated to GGSIP University, New Delhi & Approved by Bar Council of India



## Social Media Policy

DME acknowledges the importance of social media and its role in communication among all the stakeholders of the institute, including students, faculty, staff, parents, alumni and other relevant parties. The institute strongly advises all members of DME to use social media in a positive and professional manner at all times.

### Objectives:

1. This policy seeks to provide necessary guidelines applicable to social media usage by DME members, including students, faculty and staff when operating DME's social media accounts.
2. This policy encourages responsible use of social media so as to maintain the professional integrity and credibility of the institute and its affiliated members.

### Scope:

1. Applies to all DME members-students, faculty, staff, societies, committees, clubs, etc. who are using social media accounts of DME
2. This policy covers all social media platforms and resources used for academic or administrative activities in DME

### Social Media Usage Guidelines:

All members of the DME community are expected to familiarize themselves and abide by this policy at all times. Always practice sound judgment and evaluate your social media usage in light of its reflection on DME's ethos and practices.

### Guidelines for posting on social media websites:

1. Any conduct, whether in private or public domain, reflecting poorly on DME's reputation or deemed to tarnish the institutional credibility may warrant disciplinary action.
2. Any post or communication with members of DME or in reference to DME, using an official DME account, via personal devices/network or DME owned devices/network will be under the purview of the applicable law and also DME's institutional policies and procedures governing inappropriate conduct such as harassment (including sexual), discrimination, intimidation, defamation, bullying, copyright infringement, unauthorized disclosure of confidential and/or private information.
3. User must disclose affiliation to DME while endorsing DME.
4. User must share information only as per authorization and must carefully consider accuracy, tone, language, grammar and clarity of their posts.



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5. User must respect the views of other users on social media and be polite in disagreements.
6. User must abide by the "Terms of Service" applicable for any social media website or platform which is being used.
7. User must not post or store any objectionable content (such as obscene, pornographic, racist, sexist, defamatory media etc.)
8. User must not use DME name or logo without prior permission or authority for any promotional purposes, commercial use, religious or political cause or the like.
9. User must maintain confidentiality of all DME data, including student records, faculty or staff details of present as well as past members of DME. Unauthorized dissemination of such records or personal information is strictly prohibited.
10. User must not make false claims or misrepresent DME, always steer clear of spreading gossip, rumors or other unverified information at all times.
11. User must not represent personal opinions as institutional opinions on any social media website unless they are authorized to post on behalf of DME. If unauthorized, they must use a disclaimer "These views are my personal opinions and do not reflect DME's views on the matter."
12. User must not use inappropriate/abusive language in communications.
13. User must avoid negative/argumentative exchanges on social media platforms.
14. User must examine the content of the post to ensure that it meets a professional standard before posting on social media.
15. User must not disrespect, insult, defame or deride any member of the DME community.

DME is not responsible for monitoring content posted on its social media platforms, however, the institute reserves the right to monitor its social media platforms and to remove without notice, content deemed to be objectionable or harmful or offensive or found to be in violation of applicable laws and the institutional policies of DME.

All members of DME are advised to practice caution and be prudent while using personal accounts to convey matters connected with/incidental to DME and its functioning and consider the impact of their actions on DME. Being valuable members of DME, each one is expected to always uphold DME's ethos and professional standards at all times.

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