Social Media Policy

2020

Social media Guidelines for students

This set of social media guidelines aims to set standards that are expected of all students with respect to the responsible use of social media,prevention of harassment and promotion of harmony in the online space.Institute policies concerning Rules and Regulations for Students"NIFT Students' Rule Book can be accessed at https://www.nift.ac.in/nrc/sites/nrc/files/inline-files/SRB_2012_FINAL_24-7-2012.pdf

1. Every bonafide student of NIFT should be mindful that information shared on social media becomes public information and hence should not use social media in any way that may compromise your reputation or professional practice at a later stage. Any adverse content that goes against the rules of NIFT, the Constitution of India and does not promote general harmony could be brought to the attention of the Institute, future employers and / or professional bodies and may be detrimental to studies and / or future career.

2. Any content maligning NIFT, itspolicies and employees will be viewed adversely inviting disciplinary action and inter alia, penalties, debarment from sitting the examination, campus placements etc.

3. No student may claim to speak on behalf of, or represent, the Institute on social media websites without the Institute's prior permission. You should not declare, imply or indicate that the content of any social media site under

your control is representative of the Institute.When posting online there may be circumstances in which the student gives the impression that he/she is speaking on behalf of the Institute or department. Students should consider adding a disclaimer to make it clear that they are posting in personal capacities.

4. Social media (for example; Twitter; Facebook; Google+; LinkedIn; Instagram; and open forums and Blogs) are now a common feature of everyday life, enabling and supporting both students and staff in academic and collaborative opportunities. Any form of harassment, including on social media platforms, is unacceptable and will be treated very seriously by the Institute inviting disciplinary proceedings.

5. Every student should respect individual rights to privacy and have regard for the feelings of others. They must not disclose personal details, including pictures, of other students or staff without their prior permission.

6. Students should be mindful of the enduring nature of information posted on social media sites and should be careful while writing posts or sharing information.

7. Using social media to post offensive comments, images or other content is a breach of the Code of Discipline under Student Rules & Regulations 2012 , D.2 and will result in disciplinary action and also liable for legal action as per the provisions in IT Act 2000 & Amendments 2008.

8. Civil and criminal laws apply to content posted online. Civil claims that could be brought include actions for defamation, harassment, breach of intellectual property rights, fraudulent misrepresentation or breach of confidence. Criminal offences that could occur online include harassment, stalking, hate crimes, coercive or controlling behaviour, disclosing intimate images without consent, blackmail, malicious communications and terrorism

offences. Cyber laws as are applicable in the Indian Territory will be applicable to contents posted online.

9. Posting others' content online (photographs, text, videos, music etc.) without prior and proper permission to do so, includingspecific terms of any licence – for example, credit the author and/or link to the licence, revealing trade secrets, violations of IPR et al will be viewed adversely and liable for legal action among other things.

10. The Institute is not responsible for, and does not hold any ownership of, any content posted on social media by its students.

11. Usage of NIFT brand trademark/service mark without prior written permission is liable for legal action.

12. It is mandatory for every student at the time of admission to sign an undertaking on social media usage along with anti-ragging and other such formalities.

Online Etiquette

When using social media it can be tempting to speak and act in a way we wouldn't when we are face-to-face. Remember that innocuous comments posted online may be misconstrued, as the written word has permanence/taken screen shots of/ lack the nuances of face-to-face interaction.

Ask yourself these questions:

• Who'll be reading my post?

Will it be limited to close friends and family or could it be read by the wider public? Could it be seen by people you have, or might one day have, a professional relationship with?

If there is an issue concerning the campus/friends/classmates/faculty, have it escalated it at the appropriate forum for redressal. Posting problems on social media is not a solution and only makes things worse.

• What style should I be using?

Always be courteous, even when you don't feel like it. Remember that it in most cases, the content you post will be public and it may not be possible to remove it at a later date. It could be reposted or shared through other forms of social media.

• Think twice about how you post content if you're feeling angry about something and consider the effect that this might have on the situation. If you're responding to someone else's post ask yourself whether you are sure that you have read the post in the way in which it was intended.

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