جامعة السلطان قابوس
Sultan Qaboos University

Procedure

of Using and Managing Social Media Platforms

General Principles

The university stresses the need for its members to abide by the following general principles when communicating and interacting on social media:

- Deploy these platforms in effective communication at the both personal and institutional levels.

- Take the advantage of these platforms in general, and in academic and educational life in particular, and pay attention to the potential risks of their use.

- Use these platforms to promote the university's identity, achieve its mission and objectives, maintain its reputation, and build a positive mental image of it.

- Respect freedom of expression in general and academic freedom in particular when communicating and interacting through these platforms, in a manner that does not contradict with the laws in force in the country.

- Protect the intellectual property rights of individuals and institutions in the content that is published and exchanged through these platforms.

- Ensure the right of persons with disabilities to communicate and interact through these platforms.

- University community's members shall bear their personal responsibility before institutions and individuals inside and outside the Sultanate in case they violate any of the laws in force in the country when using these platforms.

- Respect the privacy rules, and protect the confidentiality of data of individuals and institutions when communicating and interacting through these platforms.

- Commitment to accuracy in communication and interaction through these platforms.

- Commitment of the university community's members to the rules of transparency, through identifying the nature of their affiliation with the university in their personal accounts or the accounts that they officially supervise on behalf of the university.

Responsibility for
Implementation

01

Department of Communication and Media

02

Various university units that own and manage official accounts

Procedures for Using and Managing Official Accounts

- University units that would like to create an account on social media platforms shall obtain the approval of the Department of Communication and Media, through an application form that shall be sent to the department and shall include the account's objectives, content plan, and management's team and mechanism.

- The unit shall be responsible for any content published on its official account, whether it is related to the unit itself or the university in general.

- The unit responsible for an account shall be committed to:

  - Provide clear information about the unit and its account on its profile.

  - Privacy rules related to the university community, alumni, and stakeholders.

- Intellectual property laws in effect at both the university and the national levels.

- Rules of using the university's name, identity and logo.

- Data protection laws and rules applicable at the both university and national levels.

- The unit responsible for an account shall adopt a clear and specific content and interaction policy, which includes the following rules:

  - Ensure that the information published is correct and accurate.

  - Interact by replying or clarifying within an appropriate period of time.

  - Use clear, correct and proper language, and avoid using vague terms or phrases.

  - Avoid interacting with any argument or debate that may harm the university's reputation or interests.

- Avoid interacting with corporate or personal accounts to promote a particular good, service, or organization without prior official approval.

- University accounts are prohibited from raising funds and donations without prior official approval.

- Delete responses and content that is harmful or against public morals.

- University accounts are prohibited from interacting with any content of suspicious accounts or accounts that post harmful content or that violates the principles, laws and regulations of the country.

- Adhere to the policies set by social media platforms for users.

- Any other rules set by the university.

- The unit responsible for an account shall avoid providing content that harm the reputation of the University or interacting with it. This content includes but not limited to:

■ Confidential information about the university and its various units, or any of its strategic partners at the national and international levels, including:

» Undisclosed support and funding agreements between the university and any of its partners.

» Research results and patents not announced by the university.

» Secret codes for software and data.

» Personal data and information about any of the university's community members, alumni, or stakeholders.

» Unresolved complaints and grievances, or that which the university has not taken a decision on yet.

» Documents or minutes of meetings.

■ Content provided through fake accounts in the name of certain persons without their consent.

- Content that constitutes a crime punishable by law.

- Those in charge of managing official accounts of the university units shall be subject to legal accountability when they violate any of the terms of this procedure.

Procedures of Using and Managing Personal Accounts

- When indicating their affiliation in the "bio", the university's community members shall clearly state that their interaction through social media reflects their personal opinion, and does not reflect the university's viewpoint or official position.

- University community's members shall avoid harming the university's reputation, mission, and goals, or any of its community members, alumni, or stakeholders when interacting through social media.

- University community's members shall avoid publishing any confidential or classified information about the university, or any information that has not been officially announced by the competent units at the university. This includes, but not limited to:

- Undisclosed support and funding agreements between the university and any of its partners.

- Research results and patents not announced by the university.

- Secret codes for software and data.

- Personal data and information about any of the university's community members, alumni, or stakeholders.

- Unresolved complaints and grievances, or that which the university has not taken a decision on them yet.

- Documents or minutes of meetings

- University community's members shall avoid using their personal accounts to provide official news and information about the university before they are officially published by the university official accounts.

- University community's members shall avoid posting content on social media that could lead to controversy about

the university or lead to lawsuits against it.

- University community's members shall avoid using any element of the university's identity in their personal accounts on social media for the purpose of promoting a good, service, trend or position.

- University community's members shall bear responsibility before the university and others for the consequences of their communication and interaction on their personal accounts.

- University community's members shall be subject to legal accountability in force in the university if they violate the terms of this procedure.

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