

Social Media Guidelines

Scope

- a. These guidelines are meant for the students and it provides information on the appropriate use of social media when connected, or linked in some way, to their status as a student of the Institute, or when directly or indirectly referencing the Institute.
- b. These guidelines apply to all students of the Institute. Individuals are personally accountable for their behaviour and may be held liable for any breaches of these social media guidelines.
- c. These guidelines apply to social media communications made both on public and private forums. While posts added to public forums can be seen by any member of the public from the date of publication, students are reminded that posts added to private forums can also be shared publicly by others. There have been instances where offensive comments made on private messaging services such as WhatsApp, were captured and subsequently shared. Students should bear in mind that action can be taken by the Institute, if behaviour failing to meet social media guidelines is identified either publicly or privately.

General Guidelines

1. Due to a plethora of social media tools available to students, any content posted has the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. The students must understand that they should follow these guidelines anytime they post material that could identify them or their relationship to the Institute.
2. Every bonafide student of IITM should be mindful of the fact that information shared on social media becomes public information and hence should not use social media in any way that may compromise their reputation or professional practice at a later stage. Any adverse content posted in the online space that goes against the rules of the Institute, the Student's Constitution 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.
3. Any content inappropriately maligning IITM, its policies, employees and students should be avoided.
4. No student may claim to speak on behalf of, or represent, the Institute on social media websites without the Institute's prior permission. The student should not declare, imply or indicate that the content of any social media site under their 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 add a disclaimer "The views expressed herein are my personal opinions and are not necessarily those of IITM", to make it clear that they are posting in personal capacities.
5. Social media is 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 action.

6. 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. Also, students should not unauthorisedly record the audio or video conversations of students, faculties and staff or post them in social media without their prior permission.
7. Students should be mindful of what they post online - social media tools are very public. What they contribute leaves a digital footprint for all to see. The students should not post anything that they wouldn't want friends, enemies, parents, teachers, or a future employer to see.
8. The student(s) must remain mindful of the language they use against others while critiquing, criticizing or mocking them on social media.
9. Using social media to post offensive comments, images or other content is a breach of Student's Constitution and will result in disciplinary action and Cyber laws as are applicable in the Indian Territory may be invoked.
10. 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 the contents posted online.
11. Posting others' content online (photographs, text, videos, music etc.) without prior and proper permission to do so, including specific terms of any license – for example, credit the author and/or link to the license, revealing trade secrets, violations of IPR et al will be viewed adversely and liable for legal action among other things.
12. The Institute is not responsible for, and does not hold any ownership of, any content posted on social media by its students. Computers, hardware, information technology accounts, and information technology infrastructure may be the property owned and operated by the Institute. However, the law does not grant the students any exemption when it comes to the sites, they access from Institute computers and devices.
13. Some students may contribute to the Institute's official social media activities as part of their role, for example writing blogs or running an official Twitter account or any other social media account. Students should be aware that while contributing to the Institute's social media activities they are representing the Institute.
14. Usage of IITM logo without prior written permission while posting any content online is liable for legal action.
15. Students are **personally responsible** for what they communicate on or through social media and they must adhere to the standards of behaviour set out in these social media

guidelines. Use of social media must not infringe on the rights, or privacy, of other students, faculty or staff and students must not make ill-considered comments or judgements about other students, staff or third parties. The following non-exhaustive list is considered to be of an unacceptable nature and should never be posted:

- 15.1 Confidential information (which may include research not yet in the public domain, information about fellow students or staff or personal matters, non-public or not yet approved documents or information)
- 15.2 Details of complaints/potential complaints and/or legal proceedings/potential legal proceedings involving the Institute
- 15.3 Personal information about another individual, including contact information, without their express permission
- 15.4 Comments posted using fake accounts, made-up names or using another person's name without their consent
- 15.5 Inappropriate material, including images/morphed images, that is, or may be perceived to be threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual, group or entity
- 15.6 Any other posting that constitutes, or may constitute, a criminal offence
- 15.7 Anything which may bring the Institute into disrepute or compromise the safety or reputation of fellow students, alumni, faculty, staff and all others connected with the Institute.
- 15.8 And any other details / information which is the subject matter of social media guidelines from time to time.

Cyber bullying

Cyber bullying includes, but not limited to the activities mentioned hereunder;

- a. Maliciously, negligently or recklessly spreading rumours, lies or gossip by the way of SMS, Mail etc.,
 - b. Intimidating or aggressive behaviour, as perceived by those viewing the social media;
 - c. Offensive or threatening comments or content, as perceived by those viewing the social media, and also propagation through social media;
 - d. Posting comments/photos etc. deliberately, negligently or recklessly mocking an individual with the potential to harass or humiliate them, as perceived by those viewing the social media.
 - e. Posting by Morphing / Animation / Photo editing and impersonality by visible contents and through Audio.
 - f. Cyber bullying may also take place via other means of electronic communication such as email, text or instant messaging.
16. Any complaint by the student regarding violation of social media guidelines will be looked into by the Students Disciplinary Committee (SDC) on case-to-case basis and if the complaint is outside the purview of the SDC then the complainant may be advised to take it up with an appropriate authority by the committee. The SDC may also take up complaints *suo moto*.

Undertaking

An Undertaking to be submitted by all the students joining the Institute stating that they have understood what constitutes violation of social media guidelines and that the breach of guidelines would invite disciplinary action by the Institute. The undertaking is to be submitted at the time of joining along with the undertaking on anti-ragging.

Appellate Authority

A student who is aggrieved with the corrective action taken for violation of social media guidelines can appeal to the Director, IITM, who shall be the appellate authority. An appeal to the Director, IITM lies within 30 days of the corrective action imposed.

In addition to the above, all the laws relating to cybercrimes / IT Department directions, Circulars, Notifications etc., and other penal provisions issued from time to time shall also apply.


13/5/2022
Deputy Registrar (Students)




Chairperson