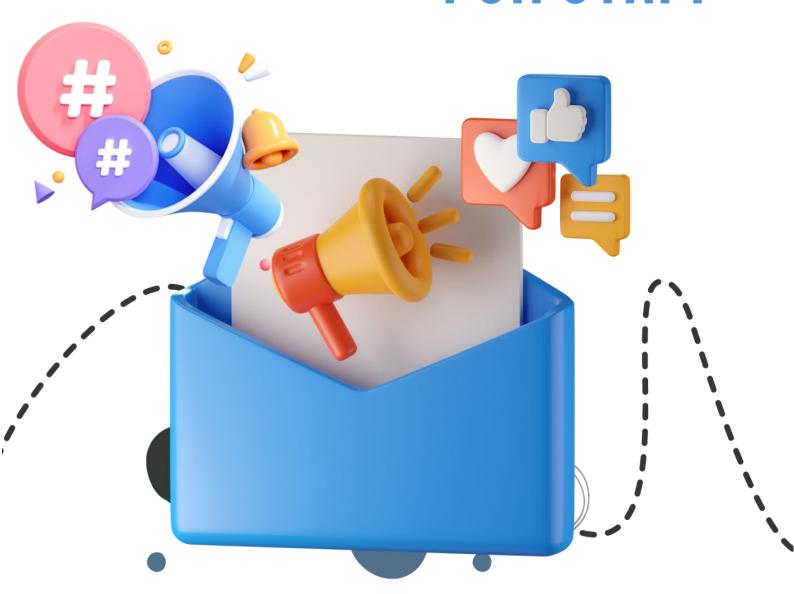


### SOCIAL MEDIA GUIDELINES

**FOR STAFF** 



### Welcome to the IMU UNIVERSITY's Social Media Guidelines for Staff

Social media is a powerful tool that can impact our personal and professional reputations. At IMU UNIVERSITY, we believe in using social media to build stronger relationships with our community. These guidelines are here to help you navigate social media both within and outside IMU UNIVERSITY.

### **DEFINITION**

Social media are websites and applications where you can create a profile, share content, and connect with others. Examples include Facebook, X, LinkedIn, Pinterest, TikTok, Instagram, YouTube, online reviews, WhatsApp and Telegram. This list is not exhaustive as new applications are introduced ever so often.



### **GUIDELINES FOR ETHICAL/PROFESSIONAL BEHAVIOUR**

### Be transparent

 Be honest about your identity when representing IMU UNIVERSITY on social media.

### Be accurate

 Ensure that you have all the facts before posting and correct any errors promptly.

### ♣ Be respectful

- Respect others' opinions and be constructive in your interactions.
- Think before you post.
- Remember that there is no such thing as a truly private social media site, so think before you post.



### Be a valued member

 Ensure you are contributing valuable insights. If you're in a social network group or someone's else site, practice posting content that would be of interest to the others on the group/site. Self-promoting behaviour is viewed negatively and can lead to you being banned from Web sites or groups.



### Maintain confidentiality

 Do not post confidential or proprietary information about IMU UNIVERSITY, its students, its alumni or your fellow employees. Use good ethical judgment and follow university policies. If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.

### Respect university time and property

University computers and your work time are to be used for universityrelated business. It's appropriate to post at work if your comments are
directly related to accomplishing work goals, such as seeking sources for
information or working with others to resolve a problem. You should
maintain your personal account(s) on your own time.





### If you post on behalf of IMU UNIVERSITY or your school/centre/institute:

### Be transparent

 If you participate in or maintain a social media account on behalf of the IMU UNIVERSITY, clearly state your role and goals. Discuss with your superiors when you are empowered to respond directly and when you may need approval.

### Be connected

If you have been authorised by IMU UNIVERSITY to create an official IMU UNIVERSITY social media account, or a video for posting in locations such as YouTube, TikTok, etc. please contact IMU UNIVERSITY's Corporate Communications Department (corpcomm@imu.edu.my) for approval, including the use of the University's logo and other images to ensure coordination with other IMU UNIVERSITY official social media platforms and content.

### Be respectful

 As an IMU UNIVERSITY employee, please understand IMU UNIVERSITY's core values and respect for the dignity of others. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Your reputation, and IMU UNIVERSITY's, are best served when you remain above the fray.

### Be thoughtful

• If you have any questions about whether it is appropriate to write about certain kinds of material in your role as an IMU UNIVERSITY employee, ask your Dean/Superior officer before you post.

### Notify the university

 Schools/Centres/Institute/Departments that have a social media page or would like to start one should contact the IMU UNIVERSITY's Corporate Communications Department (corpcomm@imu.edu.my). All institutional pages must have a staff who is identified as being responsible for content. Ideally, this should be the head of department.





### Upload photos wisely

- Photographs posted on social media sites easily can be taken by visitors.
   A cautionary note on the use of 'sourced photo(s)' and the need for acknowledgement of the source is vital. The rule and regulations governing 'photographing in the clinical setting' needs to be followed a very important reminder as it is ethically wrong to photograph patients and places in the clinical setting without permission from the authorities.
- Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property.
   Images at that size are sufficient for viewing on the Web, but not suitable for printing.

### Have a plan

 Schools/Centres/Institute/Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up to date. The IMU UNIVERSITY Corporate Communications department can assist and advise you with your social media/content planning.

### **PERSONAL SITE GUIDELINES**

### Be authentic

- Be honest about your identity as an IMU UNIVERSITY faculty or staff member. However, please be clear that you are sharing your views as a member of the higher education community, not as a formal representative of IMU UNIVERSITY.
- If you discuss higher education on your own social media site, we suggest that you include a sentence similar to this:
  - "The views expressed on this [blog, Web site] are mine alone and do not necessarily reflect the views of IMU University."
- This is particularly important if you are a department head or administrator.



### Don't use the IMU UNIVERSITY logo or make endorsements

 Avoid using the IMU UNIVERSITY logo or making endorsements on your personal online platforms. Do not use IMU UNIVERSITY's name to promote or endorse any product, cause or political party or candidate.



### Don't be a mole

Never pretend to be someone else and post about IMU UNIVERSITY.
 Anonymous posts can be traced back to their authors by using tracking tools.

### **♣** Take the high ground

Be polite when discussing ideas and situation in the comment section.
 If you identify your affiliation with IMU UNIVERSITY in your comments,
 readers will associate you with the university, even with the disclaimer that your views are your own.

### Be aware of liability

 You are legally liable for what you post on your own site and on the sites of others. Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you.



### Protect your identity

Protect your identity online and be cautious about what you post.

### Avoid patient contact

• Interactions with patients within social media sites are prohibited.

### Pause if your intuition says so!

• When in doubt, seek guidance from your mentor, senior colleague, or Head of Department.

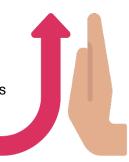
### Be a leader and set a positive tone

 Stay true to IMU UNIVERSITY's core values and maintain a positive online presence. When disagreeing with others' opinions, keep it appropriate and polite. If the user is leaving inflammatory remarks, use your best judgment to defuse the situation. If you cannot meaningfully help the user, sometimes not responding is the best course of action.



### Redirection is recommended over advice

 Avoid giving specific advice to students, alumni or the community in a public social community (i.e. counselling, major requirements, financial aid, etc.). If specific advice is needed, take the conversation offline or redirect the community member to the proper department.



### Listen before you engage

• Use online monitoring tools listen to the community before you engage. Listening allows you to better serve your constituents.

### Monitor comments

 Most social media managers encourage comments for credibility and community building. You can set your site to review and approve comments before they appear, enabling timely responses and the ability to delete spam or block users posting offensive or frivolous comments.

### Use proper grammar and proofread before you post

• Please use UK English for spelling.

Feel free to reach out if you need further clarification or assistance with the Social Media Guidelines for IMU UNIVERSITY Staff!









### Embody Ethics And Professionalism

At our core, we believe in being accountable, ethical, efficient, resourceful, and competent. We strive to turn our dreams into reality by embodying these values in everything we do.

## Lead with a Service-mindset

As leaders, we serve our stakeholders while advocationg their needs. We can all make a positive impact by being innovative, responsive, and compassionate in thought and action.

# Strive for a Better World

We are committed to making the world a better place. We do this by focusing on sustainability, health equity, and global citizenship. Our goal is to help create a brighter future for everyone, and that's what empowers us.

This document is reviewed periodically and updated as needed. Staff may refer to their Staff Handbook for additional information, policies and procedures.