

## **Social Media Policy for Faculty, Staff, and Students**

At CMH LMC & IOD, we believe in promoting an environment of open communication and respectful discourse among our students. We recognize the importance of free speech and expression but also emphasize the responsibility that comes with it. This policy outlines guidelines for faculty, student, and staff on uploading posts, creating unofficial pages of the institute, and uploading content related to CMH LMC & IOD as well as allied institutes, its individuals, and students, while also addressing harm against any institution, group of people, and religion. In this policy, students, faculty, and staff are referred to as 'Users'.

### **1. Official Website & Social Media Pages**

- a. Social media pages such as Facebook, Instagram, and Twitter are managed by the social media team, whose members are appointed by CE/Principal through the institution's part 1 order. The team is responsible for managing the social media pages, creating content, engaging with users, and defining strategies to increase social media presence.
- b. The IS&T department is responsible for managing, maintaining, and monitoring website content. Any social media-related content is published under the Activities and Achievements section of the institute website, subject to approval from the social media team
- c. The official website is [www.cmhlahore.edu.pk](http://www.cmhlahore.edu.pk) and details for official social media pages are available on the website.

### **2. Social Media Ethics & Users Responsibilities**

- a. **Respect for Others:** Users are expected to demonstrate respect and courtesy when engaging in any online activities related to the CMH LMC & IOD. This includes interactions with faculty, staff, students, and any other individuals associated with the CMH LMC & IOD.
- b. **Unofficial Pages, Accounts, and Website:** Creating unofficial social media pages, accounts, or websites that claim to represent the CMH LMC & IOD is not allowed. Only official CMH LMC & IOD social media accounts and websites are permitted to represent the institution. Additionally, users are not allowed to create social media accounts, accounts on video and content-sharing applications, and websites for the promotion of institute events and premises without prior approval from the higher management.
- c. **Sharing of Content:** Students are strictly prohibited from sharing videos, pictures, and textual content, related to institute events, and institute premises, as well as pictures, and videos of faculty, staff, and students on social media platforms, video and content-sharing applications, and websites.
- d. **Protection of Privacy:** Users must respect the privacy rights of faculty, staff, and students. Personal social media accounts and websites must not be used to share false content in any

form. Sharing official documents and content of CMH LMC & IOD by users is strictly prohibited. Moreover, sharing the personal information of any users without explicit consent is strictly prohibited.

- e. **Social Media Publication and Personal Use Policy:** The institution's official photographer covers all events, and the pictures/videos are published on official social media pages. All events pictures and videos taken personally are to be kept in a personal capacity. Posting of institution events pictures and videos on personal social media accounts, groups, pages, video/content sharing applications, and websites is strictly prohibited.
- f. **Cyberbullying and Harassment:** Engaging in cyberbullying, harassment, or any form of online abuse against faculty members, staff, and students is strictly prohibited.
- g. **Promotion of Respect, Tolerance, and Responsible Expression:** We maintain a zero-tolerance policy towards extremism and violent content. It is of utmost importance that all users uphold the values of inclusivity, tolerance, and respect for all religions and beliefs. Engaging in the promotion or dissemination of extremist ideologies, hate speech, or content that incites violence is strictly prohibited. Users should exercise their freedom of expression responsibly, refraining from commenting or sharing any content on websites and social media that could potentially offend, discriminate, or harm the sentiments of others.
- h. **Responsible Expression and Respect for the Government Institutes:** All users are to refrain from commenting or engaging in the posting of any content on websites and social media that could potentially harm or disrespect the government institutes. Users are expected to exercise their freedom of expression responsibly, without promoting divisive or harmful content that could undermine the values of unity and respect.
- i. **Use of Official CMH LMC & IOD Trademarks:** Users are prohibited from using official logos, trademarks, or branding without the approval of higher management.
- j. **User Responsibility:** If users come across any content that violates this policy or encounter any concerns related to online posts and unofficial pages, they should report it to the CMH LMC & IOD authorities promptly.

### **3. Consequences of Violations of this Policy:**

Any violation of this policy may lead to disciplinary action, which can range from warnings and probation to suspension or expulsion, depending on the severity of the offense. The severity of the offense will be determined by the disciplinary committee.