Social Media Policy – July 2024

I. Preamble:

In today's interconnected world, social media plays a crucial role in communication and networking for individuals and organisations. It offers invaluable opportunities to engage with faculty, staff, students, alumni, aspirants, industry partners, and the broader community. As much as it offers varied opportunities, it is essential to navigate on social media responsibly and respectfully. The Institute's social media channels/handles are avenues to represent the Institute as a brand digitally. These channels have been created using the official Somaiya Vidyavihar University branding element in association with the Institute's MarCom team. As a brand evangelist of KJSIM, the faculty, staff and students are expected to enhance KJSIM's perception and presence.

II. Objective:

This Social Media policy aims to establish clear guidelines, promote responsible use of social media, and protect K J Somaiya Institute of Management's (KJSIM) reputation and interests in the digital landscape. The Institute follows University brand guidelines for design collaterals; thus the policy also aims to enhance social media functioning & communication to ensure compliance with relevant laws/regulations/standards.

III. Procedures for Social Media Communication:

Any official/unofficial social media account related to KJSIM (conference, committees, clubs, divisions) should disclose their identity to the MarCom team. The Institute complies to all rules laid out herein dutifully and any attempt by faculty, staff and students to malign the rules and regulations will be subject to strict disciplinary action. All faculty, staff and students must follow and adhere to the 'KJSIM Social Media Policy'.

III a. The Faculty/Staff/Students are encouraged:

i. To boost KJSIM's brand image by contributing to social media posts, blogs and/or thought leadership articles. Also, share educational content, resources, articles, and research insights relevant to the business school community, promoting knowledge-sharing and professional development among stakeholders.

ii. To use social media platforms to connect with peers, industry professionals, and thought leaders in their field of study or industry. Additionally build professional relationships and stay updated on industry trends.

iii. To share their achievements, success stories, and noteworthy accomplishments on social media platforms.

iv. To disassociate from antagonistic commentary about the institute, and immediately bring it to the notice of concerned authorities.

III b. The Faculty/Staff/Students shall not:

i. Upload sensitive Institute/stakeholder related information on social media/information sharing sites.

ii. Upload objectionable content and tag Institute's channels within posts.

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iii. Engage/share inappropriate comments about the Institute in any manner. They must always refrain from engaging/commenting/sharing content which is inappropriate and/or contains communal hatred, character shaming, body shaming, vile, vitriolic and/or hate speech content.

iv. Engage in political discourse on social media, and ensuring personal opinions do not compromise professional integrity of KJSIM or its members.

v. Engage content that is harassing, bullying, or otherwise intimidating.

vi. Engage in derogatory or abusive comments based on religion, gender, race, sexual orientation, and marital status.

vii. Engage/assist in creating a pseudo social media/email account to communicate.

viii. Post plagiarised content.

Any discrepancy noticed is liable for strict legal action, against the faculty/staff/student.

Social media users should be aware and alert of the following inevitable legal risks of posting inappropriate content on social media. The following are classified as Cyber-Crimes:

a. **Defamation:** Posting untrue content that adversely affects a person's or organization's reputation, which has caused, or is likely to cause, harm - Punishable under Section 499 and 500 of the Indian Penal Code.

b. **Maligning Falsehoods:** Posting untrue and damaging content with an improper motive causing financial and reputation loss - Punishable under Section 499 and 500 of the Indian Penal Code

c. **Harassment:** Subjecting someone to a course of conduct that causes them distress or alarm, including stalking, trolling, abusive language, gender/sexual orientation targeted harassment, and cyber-bullying - Punishable under the Information Technology Act.

d. **Intellectual property infringement:** Posting content which copies a substantial part of a copyright protected work - Punishable under Section 63 of Indian Copyright Act.

e. **Breach of confidence:** Posting confidential information - Punishable under Section 72 of the Information Technology Act.

KJSIM recognizes the dynamic nature of social media and is committed to regularly review and update this policy to reflect evolving best practices. All faculty, staff and students must adhere to the Institute's social media policy. KJSIM solicits appreciation towards creating a positive and long-lasting relation on digital mediums.

In case of queries, please reach out to the MarCom Head:
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