



गौतम बुद्ध विश्वविद्यालय

ग्रेटर नोएडा, गौतम बुद्ध विश्वविद्यालय-201312

जी0बी0यू0-029/प्रशा./अधि.प्र./43/2024-1642

दिनांक: 22 जुलाई, 2024

:: सूचना ::

विश्वविद्यालय प्रबन्ध बोर्ड की 28वीं बैठक के मद संख्या 28.21.10 मे लिए गये निर्णय को सक्षम स्तर द्वारा प्रदत्त अनुमोदन के अनुपालन मे सोशल मीडिया प्लेटफार्म के उपयोग हेतु कोड आफ कन्डक्ट बनाए जाने हेतु गठित समिति द्वारा गौतम बुद्ध विश्वविद्यालय के लिए 'Social Media Policy' से सम्बन्धित Objective and Scope, Social Media Guidelines and Monitoring Committee को संकलित एवं सन्दर्भित करते हुए अपनी विस्तृत आख्या एवं संस्तुतियां की हैं। सोशल मीडिया प्लेटफार्म पर गौतम बुद्ध विश्वविद्यालय से सम्बन्धित अधिकृत सूचनाओं के प्रसारण के सम्बन्ध में विश्वविद्यालय के कार्मिको हेतु सोशल मीडिया प्लेटफार्म के उपयोग/प्रयोग हेतु कोड ऑफ कन्डक्ट को लागू करने के सम्बन्ध में सक्षम स्तर द्वारा अनुमोदन प्रदान किया गया है। सक्षम स्तर द्वारा अनुमोदन के अनुपालन में सोशल मीडिया प्लेटफार्म के उपयोग/प्रयोग हेतु कोड ऑफ कन्डक्ट 'Social Media Policy' का विश्वविद्यालय के समस्त कार्मिको द्वारा अनुपालन विश्वविद्यालय के सर्वोपरि हित में अपेक्षित है।

उपर्युक्त के क्रम मे गौतम बुद्ध विश्वविद्यालय के लिए 'Social Media Policy' इस सूचना के साथ समस्त कार्मिको के अनुपालनार्थ संलग्न है।

संलग्नक: यथोपरि।

(डा0 विश्वास त्रिपाठी)
कुलसचिव

प्रतिलिपि:

1. मा0कुलपति महोदय के स्टाफ को महोदय के सूचनार्थ।
2. समस्त अधिष्ठाता/प्रभारी अधिष्ठाताओं/विभागाध्यक्षगणों को सूचनार्थ।
3. वित्त अधिकारी को सूचनार्थ।
4. निदेशक (कार्य) को सूचनार्थ।
5. उपकुलसचिव को सूचनार्थ।
6. प्रभारी छात्र कल्याण को सूचनार्थ।
7. मुख्य छात्रावास अभिरक्षिक (पुरुष) को सूचनार्थ।
8. मुख्य छात्रावास अभिरक्षिका (महिला) को सूचनार्थ।
9. चेयरपर्सन प्रवेश को सूचनार्थ।
10. चेयरपर्सन परीक्षा को सूचनार्थ।
11. सिस्टम मैनेजर को इस आशय से प्रेषित कि उक्त सूचना को विश्वविद्यालय के समस्त कार्मिको को ईमेल के माध्यम से प्रेषित किये जाने एवं विश्वविद्यालय वेबसाइट पर प्रमुखता से प्रकाशित किये जाने हेतु।
12. सम्बन्धित पत्रावली/गार्ड फाइल।

कुलसचिव

Gautam Buddha University

Social Media Policy

Social media generally describes web-based communication platforms that enable users to connect and interact with others in various formats instantly. A social media site allows user-generated content to develop through interactions and collaborations in a virtual community and may encompass text, graphic, audio and video formats. It includes Facebook, X, LinkedIn, Google+, YouTube, Flickr, Instagram, Discussion boards, Blogs, etc. It is generally identified as a web-based forum where individuals communicate with friends, family, colleagues, clients or the general public.

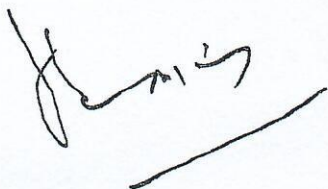
The Policy applies to using social media for both university and personal purposes, whether during normal work time or at University or personal computing facilities, and whether posting on social media using personal or work-related accounts. It also outlines what the University views as unacceptable use of social media.

Objective and Scope:

The objective of the Policy is to promote good practices concerning to social media use amongst University students, staff and faculty members, highlight some of the issues that need to be considered in using social media, and confirm the University's expectations from all employees, staff and students in their usage of social media as it relates to their employment with the University.


The University encourages employees, staff and students to use social media where appropriate. It is recognised that social media can enhance the University's work if used reasonably and appropriately. Some of the common uses of social media by all employees, staff and students include:

- **Academic Support:** Social media offers the potential to support and advance learning opportunities.



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राजेश्वरी



- **Collaboration:** Social media can assist with internal and external collaboration, and create new ways for stakeholders to communicate and work together.
- **Public Relations:** Social media can assist the University in communicating with prospective and existing students, staff, parents, industry, etc.
- **Admission & Recruitment:** Social media can assist in boosting the University's admission(s) and recruitment activities, e.g., by publishing opportunities via existing networks, and admissions in the University.
- **Alumni Relations:** Social media can assist in maintaining contact and upscaling relationships with past students, parents, etc.
- The Policy applies to employees, staff and students of the University. It also applies to those operating on the University's behalf, such as, agency staff and others associated with the University.

Social Media Policy Guidelines:

- The University employees, staff and students should protect the reputation of the University, the privacy of colleagues and students and the confidentiality of University information/data in any communication or statement they make available to the members of the general public, which includes family and friends outside of the University. The expectation would be that employees behave professionally in all situations that relate directly or indirectly to the University and should conduct themselves in a way that acknowledges the standards of behaviour expected within this and other policies/rules of the University.
- The employees, staff and students should not breach the University's dignity, and respect principles while using social media. It must be ensured that the content should not be derogatory, offensive, sexually explicit, defamatory, harassing or bullying towards others or discriminatory on the

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ground of age, disability, gender, marriage and civil partnership status, race, religion or belief, sex or any other irrelevant factor.

- The employees, staff and students should know that they represent the University while using social media. As a result, any communication via social media must be for a purpose, accurate, respectful, and beneficial to the University.
- No one should breach confidentiality by, e.g., revealing information owned by the University (including intellectual property) or giving away confidential information about University business, colleagues, students or partner organisations, etc.
- The employees, students and staff should not communicate in such a way via social media as to bring the University into disrepute, e.g., personally criticising or arguing with the students, colleagues or external partners of the University or posting inappropriate images or links of inappropriate contents.
- The employees, students, and staff should always remember that any information disclosed through personal accounts on social networking sites is disclosed in a personal capacity and should never be on behalf of the University.
- Social media should never be used in a way that breaches this policy or any other policy and rules of the University. If social media postings on either blogs, Facebook, X, Instagram, etc., breach any of the norms of this Policy in any medium, in the first instance, the matter is to be reported to the Registrar of the University. In case of violation of any norms of this Policy, it shall be treated as misconduct, and the competent authority of the University may take necessary disciplinary action which may include minor/major punishments.

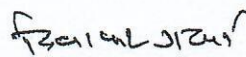
Monitoring Committee:

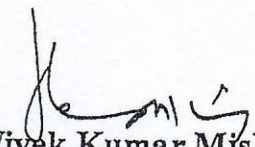
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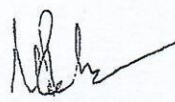
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- A Monitoring Committee may be constituted by the University's competent authority to monitor various social media activities. The three-member committee, including the (Chairman and two members), and the duration of the committee would be decided by the University's competent authority from time to time. This committee will regularly monitor the activities of social media tools used by the employees and other stakeholders, and periodically report to the Registrar. If any deviation/violation in using social media is noticed, it must immediately be brought to the University authorities' knowledge for further necessary action.
- The changes and additions in the present Social Media Policy may be done from time to time with the approval of the Vice Chancellor.


Dr Diwakar Garva
(Member)


Dr Vivek Kumar Mishra
~~(Member)~~
24/05/2024


Prof NP Melkania
(Chairman)