1. Purpose:

Social media has become a powerful tool for communication and propagation that have a significant impact on an organization and professional reputation. As its uses obviate the discrimination between personal voice and organizational voice, Madanapalle Institute of Technology & Science (MITS) adopts the policy elucidated in the ensuing paragraphs to help protect personal and professional reputations while participating in social media.

The main aims of this SOP are: -

- To streamline guidelines for use of social media for educational and constructive purposes and to prevent misuse of social media.
- Guide employees and students to use social media while effectively complying with online ethics and adherence to MITS organizational rules and regulations.
- To make the employees and students cautious about ethical principles and legal compliance when they use social media.
- To caution them about discrimination and defamation online, and how to demonstrate appropriate behavior on social networks.
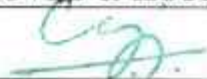
2. Scope

This standard operating procedure applies to employees and students of the MITS till they have the privilege of lien with the institution as employee or student.

3. Responsibilities

All heads of departments and administrative divisions will ensure adherence to these guidelines by their students and subordinates as the case may be.

4. Procedure / Guidelines

Both in professional and academic roles, the employees and students need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with co-workers, teachers, students, supporting staff and general public apply online as in the real world. Employees and students are liable for anything they post on social media – those who violate the Institution's policy regarding social media do so at the risk of disciplinary action.

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Precautionary Measures for Social Media Sites:

- Protect confidential and personal information – do not post confidential or personal information, and photographs of others without their permission.
- The employees and students must follow the code of conduct of MITS while posting on social media.
- Social networking sites are not appropriate forums to engage in differences of opinion with respect to professional or organizational issues or discussing the performance or competence of employees.
- All employees and students are prohibited from posting defamatory posts both in photographic or writing form against anyone within or outside MITS; specifically, they should be very cautious in commenting on heads/employees of organizations. Political posts are strictly prohibited, failing which disciplinary action will be initiated against the concerned employees/students.
- Respect copyright and fair use when posting, be mindful of the copyright and intellectual property right of others.
- Do not use MITS logos for endorsements or images on personal social media sites.
- Do not use MITS name to promote any product, idea which does not pertain to the institution.
- MITS reserves the right to monitor social networking sites.

Appreciable Practices Social Media Sites:

Think twice before posting:
- Privacy does not exist in the world of social media.
- Consider what could happen if a post becomes widely known and how that may reflect both on the initiator of the post and the Institution.
- Be aware that search engines can turn up posts years after they are created, and comments can be copied and saved.

Make endeavors for accuracy:
- Get the facts straight before posting them on social media.
- Review content for grammatical and spelling errors, especially if posting on behalf of MITS.

Be respectful:
- Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas.
- Be careful in with respect to your tone and selection of words, for words have different meanings in different tones/contexts.

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Be mindful of your audience:

- Be aware that a presence in the social media world is or can easily be made available to the public at large and this includes MITS's stakeholders such as prospective employees/students and society.
- Consider this before publishing to ensure that your post will not alienate, harm, or provoke any of these groups.

Identify your views as your own:

- If you identify yourself as MITS staff member/student on your personal site, it should be clear that the views expressed are not necessarily those of the Institution

Photography:

- Consider adding a watermark to protect your intellectual property.
- Photographs of other staff / students must not be published without prior consent of the persons appearing in such photographs.
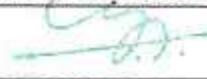
Organizational posts:

- Only the authorized persons may post on behalf of MITS.
- Before posting it may be approved from Principal or the concerned authority.
- The accuracy of the information must be ensured while posting on behalf of the organization.
- The deputed Social Media Coordinator should monitor the official pages for derogatory comments and should remove it instantly.
- Check and recheck the sentences to avoid syntactic errors and semantic ambiguity.
- While designing any post in the official template of MITS, Brand Manual MITS Group to be followed.
- Logo of MITS must be added properly in each and every post.
- All the staff members must "LIKE" each and every post of the institute.

5. Monitoring:

Social media coordinator along with departmental coordinator will monitor the activities of their staff/students.

6. Corrective Action:

Any employee/student found or established to be violating the rules, will be dealt with under the college rules, for the time being in force.

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