SOCIAL MEDIA GUIDELINES FOR STUDENTS OF PMIST

Social Media (viz. Twitter; Facebook; Instagram; open forums, Blogs etc.) are now a common feature of everyday life. It enables and supports both students and staff in pursuit of their academic and collaborative activities. Every bonafide student of PMIST should be aware of the fact that the information shared on social media goes into public domain and hence should not use social media in any way that may compromise one's reputation or professional practice at a later stage. Students should be mindful of the enduring nature of information posted on social media sites and should be careful while writing posts or sharing information.

This set of Social Media Guidelines seeks to set standards that are expected of all students of Periyar Maniammai Institute of Science & Technology in respect of the responsible use of social media in promoting social harmony in the online space. It also aims at prevention of harassment on Social Media Platforms.

1. Any adverse content against the PMIST, the Constitution of India or likely to cause social disharmony that are posted in social media should be brought to the attention of the Institute immediately.

2. Any content maligning PMIST, its policies and employees will be viewed adversely which may invite disciplinary action inter alia, penalties, debarment from sitting the examination, campus placements etc.

3. No student shall speak on behalf of, or represent, the Institute on social media websites without the Institute's prior written permission. Student should not declare, imply or indicate that the content of any social media site under his/her control is representative of the Institute. While posting online there may be circumstances in which the student gives an impression that he/she is speaking purportedly on behalf of the Institute or department. In such situation the students should consider adding a disclaimer to make it abundantly clear that the posting are done at personal capacities

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4. Every student should respect individual rights to privacy and have regard for the feelings of others. The students shall not disclose personal details, including pictures, of other students or staff without their prior permission.

5. Using social media to post offensive comments, images or other content is a breach of the Code of Discipline under Student Rules & Regulations of PMIST and will result in disciplinary action and also liable for legal action as per the provisions of IT Act 2000 & as amended from time to time.

6. Civil and criminal laws apply to content posted online. Civil claims could be including actions for defamation, harassment, breach of intellectual property rights, fraudulent misrepresentation or breach of confidence. Criminal offences that could occur online include harassment, stalking, hate crimes, coercive or controlling behavior, disclosing intimate images, blackmail, malicious communications and terrorism offences. Cyber laws as are applicable in Indian Territory will be applicable to the contents posted online.

7. Posting others' content online (photographs, text, videos, music etc.) without prior and proper permission to do so, including specific terms of any lincence – for example, credit the author and / or link to the licence, revealing trade secrets, violations of IPR etc. will be viewed adversely and liable for legal action among other things.

8. The Institute is not responsible for, and does not hold any ownership of, any content posted on social media by its students.

9. Usage of PMIST's Logo, Motto, Photographs in social media without prior written permission is liable for legal action.

10. It is mandatory for every student at the time of admission to sign an undertaking on social medial usage along with anti-ragging and other such formalities.

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Online Etiquette

When using social media it can be tempting to speak and act in a way we wouldn't when we are face-to-face. Remember that innocuous comments posted online may be misconstrued, as the written word has permanence / taken screen shots of / lack the nuances of face-to-face interaction.

- Each student shall ask herself / himself these questions.
- Who will be reading my post?
- Will it be limited to close friends and family or could it be read by a wider public?
- Could it be seen by people you have, or might one day have, a professional relationship with?
- If there is an issue concerning the campus /friends / classmates / faculty bring the same to the appropriate forum for necessary action. Posting a problem on social medial is not a solution and only makes things worse.
- What style should I be using?
- Always be courteous, even when you don't feel like it. Remember that it in most cases, the content you post will be public and it may not be possible to remove it at a later date. It could be reposted or shared through other forms of social media.
- Think twice about how you post content. If you're responding to someone else's post ask yourself whether you are sure that you have read the post in the way in which it was intended.