



**Title:** Website & Social Media Policy

**Code:** GU-PL65WSM

**Version:** 3.1

**Date of Issue:** 2023

**Effective Date:** July 2023

**Approval Authority:** Board of Trustees

**Document Owner:** University President

**Review:** The policy is subject to a periodic review every 4 years or in a shorter cycle as per amendments of university policies

## 1. Purpose

The purpose of this policy is to set out the principles and roles to manage the content published or posted on Gulf University Website and social media. This policy guides how to apply appropriate security controls for maintaining the information displayed in digital space.

## 2. Scope

This document applies to all types of distance content management users of university official websites and social media platforms, content creators, approval authority and third-party vendors regardless of geographic location.

## 3. Acronyms

<b>GU</b>	Gulf University
<b>ITD</b>	Information Technology Department
<b>SM</b>	Social Media
<b>HOD</b>	Head of the Department
<b>UPDRC</b>	University Policy Development & Review Committee

## 4. Definitions

**Resources:** University resources include all hardware, software, systems, services, information, and all other electronic and network devices.

**Information:** It includes all resources that have a value to the university.

**Sensitive:** It refers to high classified information for the university associated with authorized access.

**Social media:** social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks.

**Web site:** A Web site is a group of Web pages structured to provide a coherent body of information about a particular subject.

## 5. Policy Statement

- 5.1 GU is committed to using web sites and social media as an important communication channel for impactful promotion, positioning, branding, and operations of the university. The University's website ([www.gulfuniversity.edu.bh](http://www.gulfuniversity.edu.bh)) is the primary source of information for students, alumni, staff, affiliates, individuals, public, and other visitors.
- 5.2 GU commits to provide academic and non-academic information including events, activities, achievements in education, research and community engagement in the website and social media.
- 5.3 GU is committed to publishing the relevant information in the domain and sub- domains of the websites where the design and content of the university website (except the news) and the logo are the property of the university.
- 5.4 GU ensures that the website and all other social media channels are regularly updated and reviewed.
- 5.5 GU focuses on usability and accessibility of the website by creating user friendly content, responsive design, search engine optimization to reach target audience.
- 5.6 GU ensures that content creation and update is the responsibility of the content writer provided the authentic information comes from the designated persons in the management.
- 5.7 GU ensures stability and effectiveness of the website by providing regular maintenance and solving technical difficulties.
- 5.8 GU commits to involve actively in official social media accounts (i.e. Facebook, Instagram, Twitter, YouTube, Snap Chat, LinkedIn) for students, alumni, staff, affiliates, individuals, public, and other visitors to maintain the reputation of the university.
- 5.9 GU is committed to the principle of honesty, ethics, integrity, and transparency while communicating and engaging in any discussion about university activities, events, announcements, achievements in social media platform and website.
- 5.10 GU ensures to refrain staff and students from making abusive comments against any person, religion, or political party in social media platform. GU commits to remove any sensitive personal information or confidential information posted in social media sites.
- 5.11 GU commits that students and staff shall not indulge in insults, harassment or defamation against another staff, student or any third party in social media platform.
- 5.12 GU ensures that website and social media content do not reflect any harmful, inappropriate, or misleading content. Content shall be clean and checked very well before posting in social media and website after getting necessary approval from the relevant persons.
- 5.13 GU commits not to post any material or information in websites and social media

platforms infringing the intellectual property rights of third parties.

5.14 GU is committed not to post any material or information in the digital platform which amounts to identity of third party without getting explicit consent from the party.

5.15 GU commits that any personal achievement shall not be published or announced in the website or social media without the consent of the concerned staff/student.

## 6. Responsibilities

### **Academic and administrative staff are responsible for:**

- Appropriate implementation of this policy.

### **Heads of Departments and Deans are responsible for:**

- Ensuring that all faculty members are fully informed of this policy.
- Appropriate implementation of this policy.

### **Head of all University constituents are responsible for:**

- Appropriate implementation of this document.

### **Public Relations Department is responsible for:**

- Appropriate implementation of this document.

### **Students are responsible for:**

- Following this document appropriately.

### **Vice President for Academic Affairs is responsible for:**

- Appropriate implementation of this document.

### **University Policy Development and Review Committee is responsible for:**

- Systematic review of the effectiveness of this policy.

## 7. Related Policies

- All IT related Policies
- Communication Policy

## 8. Related Procedures

- All IT related Procedures
- Communication Procedures

## 9. Related References and Standards

<b>BQA</b>	Institutional Reviews Handbook
<b>BQA</b>	National Qualifications Framework Handbook
<b>BQA</b>	Programs-within-College Reviews Handbook
<b>HEC</b>	Academic Regulations