



UVAS SOCIAL MEDIA POLICY

Purpose

The purpose of this Social Media Policy is to establish guidelines for the appropriate use of social media by the general public, employees (UVAS or any other institution) and students (**Enrolled and Alumni**) of **University of Veterinary and Animal Sciences, Lahore**, ensuring that their actions are consistent with the organization's values and legal requirements. The social media platforms include Whatsapp, Facebook, Twitter(X), Instagram, LinkedIn, TikTok, Snapchat, YouTube, Reddit, WeChat, Telegram, Messenger, Discord, Tumblr, Quora, Twitch, QQ, Weibo, Douyin, LINE, Pinterest, Qzone, Clubhouse, Kuaishou, Threads or any another social media platform.

Scope

This policy applies to all employees, students, contractors, and affiliates who create or contribute to vlogs, blogs, wikis, social networks, virtual worlds, or any other kind of social media, both on and off the organizational platforms.

I. Policy Statement

Professional Conduct

Employees, students and anyone from general public must maintain a professional demeanor when engaging in social media activities. All communications should reflect the organization's values and commitment to integrity, respect, and excellence.

Confidentiality

Employees, students and anyone from general public must not disclose any confidential or proprietary information about UVAS, its clients, or its partners. This includes, but is not limited to, financial data, strategic plans, and internal communications.

Personal Responsibility

Employees, students and anyone from general public are personally responsible for the content they publish on social media. They must ensure that their posts are accurate, respectful, and do not infringe on the rights of UVAS, its employees or students.

Use of Organization's Resources

The use of the organization's resources, including computers and internet access, for personal social media activities should be limited to non-working hours unless authorized.

Compliance with Laws and Regulations

Employees, students or anyone from general public must comply with all applicable laws and regulations when engaging in social media activities. This includes respecting copyright, privacy, defamation, and data protection laws.

Brand Representation

Employees, students or anyone from general public should not use the organization's name, logo, or branding without permission. When discussing the organization on social media, they should make it clear that their views are personal and do not represent the organization.

Sharing Offensive or Unethical Content

Employees, students or anyone from general public must not share any offensive, defamatory, or unethical content about the institution, its faculty, or any related university activities. Violations of this rule will result in disciplinary action, including but not limited to:

Written warnings

Suspension or termination of employment/enrollment

Legal action as per the Pakistan/Punjab cybercrime laws, which may include imprisonment for up to three years, or a fine of up to Rs. 1 million, or both, depending on the severity of the offense.

2. Monitoring and Enforcement

The organization reserves the right to monitor social media activities to ensure compliance with this policy. Any violations may result in disciplinary action, including termination of employment/enrollment.

Violations and Punishments

Any employee or student found in violation of this policy, particularly in ways that breach Pakistan/Punjab's cybercrime laws, will be subject to disciplinary action. This includes, but is not limited to:

Unauthorized Access: Engaging in unauthorized access to any social media account may result in imprisonment for up to three years or a fine of up to Rs. 1 million, or both.

Cyber Stalking: Engaging in cyber stalking can result in imprisonment for up to three years, or a fine of up to Rs. 1 million, or both.

Cyber Terrorism: Involvement in cyber terrorism can lead to imprisonment for a term that may extend to fourteen years.

Electronic Forgery and Fraud: Employees and students involved in electronic forgery or fraud can face imprisonment for up to seven years, or a fine of up to Rs. 5 million, or both.

3. Procedure

Reporting Violations

Employees and students who become aware of any violations of this policy should report them to their Tutor, class advisor, supervisor, Director Students' Affairs Office or Registrar Office immediately. Reporting by the students can be routed through tutor/ class advisor/ degree coordinator / DSA office. Whereas, employees can route reporting through respective HODs / Chairperson / Director / Dean / Registrar office.

All such reports will be evaluated by a high profile committee (comprising of Director IT, Concerned Director Students' Affairs, Principal Officer Students' Affairs, Concerned Dean / College Principal and Registrar) before it is forwarded to Concerned Campus Disciplinary Advisory Committee / Cyber-crime department.

Review and Updates

This policy will be reviewed and updated as necessary to reflect changes in laws, regulations, and best practices.

Conclusion

Adherence to this Social Media Policy is essential for maintaining the organization's reputation and ensuring a respectful and legally compliant online presence. Employees and students are expected to use social media responsibly and in a manner that aligns with the organization's standards.