Dr. C.V. Raman University, Khandwa

Social Media Policy
(Release:)

Approved by   **Prepared by**

Dr. C.V. Raman University, Khandwa

Social Media Policy Dr. C.V. Raman University, Khandwa

1.Preamble

In the digital era, social media has revolutionized the way individuals communicate, share knowledge, and build professional networks. Platforms such as Facebook, Twitter (X), Instagram, LinkedIn, WhatsApp, and others play a pivotal role in academic and professional interactions. Recognizing the transformative impact of social media on higher education, Dr. C.V. Raman University, Khandwa, aims to establish a comprehensive Social Media Policy to guide students, faculty, and stakeholders in utilizing these platforms responsibly and ethically.

Social media serves as a powerful tool for enhancing educational experiences, facilitating academic collaborations, and fostering a dynamic learning environment. However, its misuse can lead to challenges such as misinformation, privacy breaches, cyberbullying, and reputational risks. This policy is designed to ensure that the university community adheres to best practices while maintaining professionalism, ethical standards, and compliance with cyber laws.

Through this policy, the university seeks to:

Promote Responsible Digital Engagement – Encourage the ethical and respectful use of social media to create a positive digital footprint.

Enhance Educational Outcomes – Leverage social media tools for knowledge sharing, academic discussions, research collaborations, and professional development.

Safeguard the University's Reputation – Establish guidelines to prevent the dissemination of misleading or inappropriate content that could negatively impact the institution.

Ensure Compliance with Cyber Laws – Align social media usage with national and international legal frameworks related to privacy, data protection, and digital security.

Build a Strong Digital Presence – Strengthen the university's online visibility to attract academic partnerships, industry collaborations, and student engagement.

This policy applies to students, faculty members, staff, alumni, corporate partners, and all other stakeholders who engage with the university's social media platforms. By adhering to these guidelines, Dr. C.V. Raman University aims to create a safe, inclusive, and intellectually stimulating digital environment that aligns with its mission of academic excellence and innovation.

2.Policy Statement

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The social media Policy intends to guide the effective, responsible, and ethical use of social media platforms by students and faculty members to support educational and professional goals. It emphasizes compliance with cyber laws, respects privacy, and promotes a safe and inclusive digital environment.

3.Objectives

Immediate-Term Objectives (Within 1 Year):

- Create awareness programs for responsible social media use.
- Establish guidelines for managing official university social media accounts.
- Ensure compliance with relevant cyber laws and privacy standards.

Mid-Term Objectives (1 to 3 Years):

- Integrate social media tools into the curriculum for enhancing learning outcomes.
- Develop faculty and student training programs for leveraging social media for research and professional development.
- Monitor and evaluate the impact of social media engagement on institutional reputation.

Long-Term Objectives (5 Years):

- Establish Dr. C.V. Raman University as a leader in digital engagement within the education sector.
- Foster global academic collaborations through social media platforms.
- Ensure the adoption of emerging technologies to maintain a competitive edge in social media strategies.

4.Scope of the Policy

Social Dimension:

- Encourage meaningful interactions and collaborations among students, faculty, and the academic community.
- Address issues such as cyberbullying, misinformation, and digital well-being.

Technological Dimension:

- Adapt to technological advancements in social media platforms and tools over the next five years.
- Promote the use of AI-driven analytics for social media insights and engagement strategies.

Ethical Dimension:

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- Ensure the ethical use of social media, respecting privacy and intellectual property rights.
- Establish a code of conduct for maintaining professionalism in digital interactions.

5.Available Social Media Platforms

Facebook: A platform to create groups, share updates, and foster academic discussions among students and faculty.

Twitter (X): Ideal for sharing quick updates, news, and engaging in academic conversations through hashtags.

Instagram: A visual platform to showcase campus events, achievements, and creative student projects.

LinkedIn: A professional networking site to connect with industry experts, alumni, and showcase university accomplishments.

WhatsApp: A messaging app for quick communication, group discussions, and sharing educational resources.

Substack: A platform for sharing long-form academic content, newsletters, and expert opinions.

6.SPAN of Social Media

Social media platforms cater to diverse user demographics and serve various purposes. Here's an overview of some prominent platforms, their typical user bases, and their approximate number of users:

Platform	Purpose	User Demographics	Monthly Active Users
WhatsApp	Instant messaging	Used across all age groups	2B+ users
Instagram	Photo & video sharing	Popular among 18-24 age group	2B+ users
Facebook	Social networking	Broad age range (18-49)	3.06B+ users
LinkedIn	Professional networking	Mostly 25-34 age group	1B+ users
YouTube	Video-sharing platform	Used across all age groups	2.49B+ users
X (Twitter)	Microblogging	Popular among 25-34 age group	368M+ users
Substack	Newsletter & publishing	Used by writers & journalists	Data not specified

1. **WhatsApp**

Purpose: Instant messaging application for text, voice, and video communication.

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User Demographics: Widely used across various age groups for personal and group communications.

Number of Users: Over 2 billion monthly active users globally.

2. Instagram

Purpose: Photo and video sharing platform with features like Stories and Reels.

User Demographics: Popular among younger audiences; 30.8% of users are aged 18-24.

Number of Users: Approximately 2 billion monthly active users.

3. Facebook

Purpose: Social networking site for sharing updates, photos, and connecting with friends and communities.

User Demographics: Used by a broad age range; 68% of U.S. adults aged 18-29 and 78% aged 30-49 use Facebook.

Number of Users: Around 3.06 billion monthly active users.

4. LinkedIn

Purpose: Professional networking platform for career development and business connections.

User Demographics: Predominantly used by professionals; 60% of users are aged 25-34.

Number of Users: Over 1 billion members.

5. YouTube

Purpose: Video-sharing platform for a wide range of content, including entertainment, education, and vlogs.

User Demographics: Widely used across all age groups; 93% of U.S. adults aged 18-29 use YouTube.

Number of Users: Approximately 2.491 billion monthly active users.

6. X (formerly Twitter)

Purpose: Microblogging platform for sharing short updates, news, and engaging in discussions.

User Demographics: Most popular among adults aged 25-34, accounting for 38.5% of users.

Number of Users: Around 368 million monthly active users.

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7. Substack

Purpose: Platform for writers and creators to publish newsletters and monetize their content.

User Demographics: Attracts writers, journalists, and readers interested in niche and independent content.

Number of Users: Specific user numbers are not provided in the available sources.

7.Salient feature of Policy:

1. Brand Building

- Leverage social media to enhance the university's digital presence and reputation.
- Promote faculty achievements, student success stories, and institutional milestones.
- Establish consistent branding guidelines for university-affiliated social media accounts.

2. Privacy Protection

- Ensure personal data protection and compliance with privacy laws.
- Educate students and faculty on privacy settings and responsible content sharing.
- Prevent unauthorized access and misuse of personal and institutional data.

3. Ethics & Professionalism

- Maintain transparency, integrity, and professionalism in all social media interactions.
- Respect intellectual property rights and avoid plagiarism.
- Discourage spreading misinformation, hate speech, or inappropriate content.

4. Compliance with Cyber Law

- Ensure adherence to IT Act 2000, GDPR, and other relevant cyber laws.(For more details refer to Annexure-A)
- Train students and faculty on cybersecurity measures to prevent hacking, phishing, and online fraud.
- Implement guidelines for legal responsibilities concerning social media activities.

7. Impact of Social Media:

On Individuals:

Positive impacts: Networking opportunities, knowledge sharing, and skill development.

Negative impacts: Addiction, distraction, cyberbullying, and mental health issues.

On the University Community:

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Positive impacts: Enhanced communication, event promotion, and engagement with alumni.

Negative impacts: Risk of reputation damage due to improper usage.

8.Responsibility Matrix

Stakeholder	Responsibility
Students	Adhere to ethical guidelines, avoid misinformation, and engage responsibly.
Faculty Members	Guide students on academic engagement and professional use of social media.
Parents	Encourage responsible social media usage among students.
Alumni	Share success stories and contribute to networking and mentorship.
Higher Education Bodies	Provide guidelines and monitor compliance with educational standards.
Regulatory Authorities	Ensure adherence to cyber laws and digital safety policies.
Employees	Maintain professionalism in digital interactions and content sharing.
Corporate Partners	Collaborate for internships, projects, and digital brand-building initiatives.

9. Compliance and Disciplinary Action:

Monitoring:

The university reserves the right to monitor social media activities related to official matters.

Non-Compliance:

Any violation of this policy may result in disciplinary action, including but not limited to suspension, expulsion, or termination.

Grievance Redressal:

A grievance redressal mechanism will be in place for those who feel they have been unfairly affected by this policy.

Periodic Review:

This policy will be reviewed annually by the university administration to ensure its relevance and effectiveness.

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