NELSON MANDELA UNIVERSITY

# Nelson Mandela University Social Media Guidelines

As a public higher education institution, Nelson Mandela University's purpose is to educate and inform. This coincides with the spirit of social media, to share the wealth of knowledge for the common good. For this reason, the University maintains official pages on various social media platforms. They have been set up and are maintained for the purpose of disseminating information and connecting people to the university and its services. Although you are encouraged to use social media in your work and studies, please respect university time and resources as you provide or read content.

Nelson Mandela University is committed to Freedom of Expression as enshrined in Section 16 of the Constitution and appreciates the value of dialogue on social media sites.

The right to Freedom of Expression does not however, include the advocacy of group hatred, which incites others to cause harm, or the use of disparaging epithets to address the individual members of certain groups in society. Such speech undermines the integrity, dignity and equality of vulnerable group members, upsets social cohesion and nation building, and is not tolerated in the democratic society envisaged by the Constitution and the university.

The staff and students of the university undertake to uphold and advance the Constitution and will not abide racism, the harmful stereotyping of target groups or the advocacy of group hatred inciting harm.

The University community is reminded to use this hard won freedom responsibly in the use of social media channels such Twitter and Facebook. Staff and students are therefore expected not to abuse social media channels to defame or cause harm to any natural and juristic persons – including the University.

All comments are moderated to the best of our ability and we reserve the right to remove comments which do not comply with these guidelines.

The use of social media sites whilst on campus is subject to the following policy:

- 801.01 Communication and Marketing Media Policy https://my.mandela.ac.za/irc/801.01.pdf

Contravention of University policies relating to ICT issues can lead to disciplinary proceedings. The following are some guidelines for using social media at our University.

## GENERAL RECOMMENDATIONS

- Do not use hate speech
- Do not defame another person's reputation
- Respect each other's privacy
- Do not use derogatory epithets (slurs)
- Please refrain from using abusive language and profanity (swearing)

***Be respectful***

- Converse like a real person and remember the people who are reading your posts are real people.
- Audiences who may be reading your posts could include current and prospective students, staff,

donors, alumni, parents, school counsellors, the media, or future employers.

- Be a leader and exercise good judgment.

***Be transparent***

- Clearly state your name, title, department – if you are representing the University.
- Admit mistakes and fix them.
- Respect copyrights and fair use.
- Make sure you acknowledge the source when you borrow content.

***Add value***

- Share your knowledge
- Be accurate
- Stay on topic
- Don't spam

***Consider before you post***

- Posts can never be deleted because of archival systems, forwards, re-tweets, etc. so think before you post, especially when discussing something potentially sensitive.
- Maintain confidentiality

***Be responsive to feedback***

- Continue the conversation flow
- Build community

***Links to University webpages***

To give more information that will remain updated, be sure to link to University webpages. This also increases the search engine optimisation of those pages.

## WHEN SPECIFICALLY POSTING ON BEHALF OF NELSON MANDELA UNIVERSITY

***Avatars***

The use of University logos as avatars on social media sites is reserved for use on official university sites and should not be used by individuals. Where a University logo is required, Communication & Stakeholder Liaison must first approve the use thereof. Photography that represents the university in a positive light is acceptable and recommended if individuals wish to be represented on such sites with a University image.

***Political statements***

Refrain from making political statements when representing the University.

***Define your role***

Check with your supervisor to be clear about when and how you should post or respond to posts as a University employee.

## PERSONAL SITE GUIDELINES

***Be transparent***

Feel free to identify yourself as a University staff member or student but be clear that your views shared on your personal site are yours and are not necessarily shared by the university.

***Liability***

You are legally liable for what you post, no matter if it is your own site or that of others. Possible liabilities include: copyright infringement, breach of confidentiality, defamation, libel, and obscenity.

***University logos***

Do not use any University logos or images on your personal sites for any reason and especially not to promote any products, causes, or political parties or candidates.

**PROTECT YOURSELF FOR SOCIAL NETWORKING SAFETY**

- Use caution when you click links that you receive in messages from your friends on your social networks. Treat links in messages on these sites as you would links in email messages.

- Know what you've posted about yourself. A common way that hackers break into financial or other accounts is by clicking the "Forgot your password?" link on the account login page. To break into your account, they search for the answers to your security questions, such as your birthday, home town, high school class, or mother's middle name. If the site allows, make up your own password questions, and don't draw them from material anyone could find with a quick search.

- Don't trust that a message is really from who it says it's from. Hackers can break into accounts and send messages that look like they're from your friends, but aren't. If you Updated 5 March 2014 suspect that a message is fraudulent, use an alternate method to contact your friend to find out. This includes invitations to join new social networks.

- To avoid giving away email addresses of your friends, do not allow social networking services to scan your email address book. When you join a new social network, you might receive an offer to enter your email address and password to find out if your contacts are on the network. The site might use this information to send email messages to everyone in your contact list or even everyone you've ever sent an email message to with that email address. Social networking sites should explain that they're going to do this, but some do not.

- Type the address of your social networking site directly into your browser or use your personal bookmarks. If you click a link to your site through email or another website, you might be entering your account name and password into a fake site where your personal information could be stolen.

- Be selective about who you accept as a friend on a social network. Identity thieves might create fake profiles in order to get information from you.

- Choose your social network carefully. Evaluate the site that you plan to use and make sure you understand the privacy policy. Find out if the site monitors content that people post. You will be providing personal information to this website, so use the same criteria that you would to select a site where you enter your credit card.

- Assume that everything you put on a social networking site is permanent. Even if you can delete your account, anyone on the Internet can easily print photos or text or save images and videos to a computer.

- Be careful about installing extras on your site. Many social networking sites allow you to download third-party applications that let you do more with your personal page. Criminals sometimes use these applications to steal your personal information. To download and use third-party applications safely, take the same safety precautions that you take with any other programme or file you download from the web.

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