

Social Media Policy

Version: 1.0
Updated: 17 March 2015

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5 Rules of Engagement

Web has transformed the way we live, work and play. A major driving force behind this digital revolution has been an explosion of social media networks that enable a thriving global conversation to take place in the digital space.

Social media in all its many forms is fundamentally changing the way communication works, offering new ways to engage with customers, colleagues, and the world at large.

KFUPM believe that social media offers excellent new opportunities to help us build stronger, deeper links with our audiences. And it's an excellent way for you to participate in global conversations and help create a buzz about KFUPM initiatives and projects.



1. Be yourself

Be honest and transparent about who you are



2. Be responsible

Make it clear that your opinions are your own



3. Be respectful

Be respectful and kind in all communication



4. Be creative

Create a buzz and add value with your communication



5. Be careful

What you say is usually Permanent

Essential Guidelines

This section expands on the 5 Rules of Engagement and adds further essential guidelines to help support your social media work.



Be yourself

Always be honest and think twice

Always be transparent, honest and open, but also be aware of the impact your communication might make to people's perception of the KFUPM. Use your real name and identify that you work for the KFUPM. If you make a mistake, be first to come clean and admit it – honesty of this type quickly builds respect among communities.



Be responsible

You should identify your role in department, such as authorized communicator for the Corporate Comms. With online social networks, the boundaries between personal and professional are often blurred and perception becomes reality. Be aware that identifying yourself as working with KFUPM creates expectations about your expertise and these expectations are closely aligned with the brand value and reputation of the organization.



Be respectful

KFUPM values – integrity, transparency, creativity and fairness – When engaging in social media, please bear these values in mind and always be respectful of our audience. Never use ethnic slurs, personal insults, obscenity, or engage in any conduct that would compromise our values. Always consider others' privacy and avoid discussing topics that may be inflammatory, such as politics, sex or religion.



Be creative

You should be aiming to create a buzz and adding value to a topic or conversation with your social media activity. KFUPM aims to be a contributor to dialogue around Academics, Research, Facilities and promoting activities & happenings at KFUPM and your social media should be aimed at actively engaging with audiences in one or more of these areas. It should be thought-provoking and aimed at building a community, not just one-off interactions. If it helps our audience, prospectus and current students to improve perception of the University, then it is really adding value.



Be careful

If in doubt, don't send it out. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit send. Work out what's bothering you and fix it. If you're still not sure, share with someone else, such as your line manager. Ultimately, what you publish is yours, as is the responsibility. The Internet remembers and search engines and other technologies make it virtually impossible to take something back.



Conversation, not broadcast

Let your own personality shine through when engaging with your audience and avoid broadcasting at them or hard-selling as this is just a turn-off and people will see through it straight away. The most successful social media practitioners use content that is open-ended and designed to invite responses. Your aim should be to create a space that people will keep wanting to come back to and will confidently recommend to their friends and network.



Protect yourself

Be smart about protecting yourself and your privacy. Avoid publishing any personal contact details where they can be accessed and used widely by people you did not intend to see them.

Keep login details of your official social networks confidential and only share with concerned personnel. It is recommended to use opt-in methods of login authentication to avoid any kind of misuse.



Transparency

Transparency in every social media engagement. Our value of Integrity requires us to demonstrate honesty in all our dealings, being consistent both in what we do and say as well as taking responsibility for our actions and decisions. KFUPM does not condone manipulating the social media flow by creating “fake” destinations and posts designed to mislead followers and control a conversation.



Protect KFUPM

What you write is ultimately your responsibility. Participation in social media on behalf of KFUPM is an opportunity, so please treat it seriously and with respect. KFUPM has a worldwide reputation. You should always respect the brand, trademark, copyright, data-protection policy, confidentiality, and business sensitive financial data.

6 Principles of the safer Social Media Code

1	Terms of Use Ensure Terms of Use policies exist, are clearly expressed, and in a prominent and easily accessible location
2	Appropriateness Ensure that services are appropriate for the intended audience
3	Privacy Protect user privacy and handle personal information responsibly
4	Responsibility Empower and encourage users to take responsibility for their own personal information and privacy
5	Safety Ensure safety mechanisms are in place to report and respond to illegal or inappropriate conduct or content.
6	Exit Strategy Plan the complete content life cycle, including the 'end' of the site.

1. Terms of Use - Ensure Terms of Use policies exist, are clearly expressed, easily accessible

What is it?

Terms of Use policies, aimed at the end-users of the site, should define what user behaviors should be, and what it regards as illegal or inappropriate content, contact or behavior and also what the consequences of breaching the policy are. A straightforward listing will minimize ambiguity and reduce the scope for argument around individual interpretations. On third-party sites, Terms of Use policies may also be labelled Terms of Use, Terms and Conditions, Acceptable Use or something similar. Terms of Use policies should always:

- require age verification.
- be easily accessible, e.g. available on help pages
- be easy to understand
- be comprehensive and relevant to the service offered
- be referred to at any point in a process when users must sign-up, or register
- require users to confirm that they have read, understood and accept the policy by ticking a box or a similar mechanism

What to do

The Account Managers of social media platforms need to assess whether the standard Terms of Use policies are sufficient; any gaps may be supplemented by specific group or community rules, for instance, if sensitive political or cultural issues will be discussed.

2. Appropriateness - Ensure that services are appropriate for the intended audience

What is it?

Service providers and those who contract their services should seek to limit exposure to potentially inappropriate content and contact. This is especially important when working with children.

What to do

Consider what impact you want the service to have and plan accordingly so that you are clear about which service(s) best supports your objectives.

3. Privacy - Protect user privacy and handle personal information responsibly

What is it?

We should demonstrate that we are consistently treating people with courtesy and respect. This means that we should be conscientious regarding any personal data that we collect, including how we collect, store, use, or share them, all of which should be done pursuant to applicable Privacy Policies, laws and IT policies.

Responsible providers will employ up-to-date tools and technologies to assure users about online

privacy issues, and crucially, to adequately secure its services from data hacking and leakage.

What to do

Make sure there is a [Privacy policy](#), and that it is adhered to. A Privacy policy should usually include a description of what information is going to be collected from users, where that information will be stored, how it will be used and who it be disclosed to. It should also explain whether cookies will be used and if so, how?

- Establish that the default for full profiles are set to 'private' or to the user's approved contact list
- Ensure that private profiles are not searchable or otherwise retrievable without due authorization.

4. Responsibility - Empower users to take responsibility for their own personal information and privacy

What is it?

Providers should employ tools and technologies to help users manage their experience of the service, particularly with regard to inappropriate or unwanted content or conduct. A range of privacy setting options with supporting information should be available to encourage users to make informed decisions about the information they post. These options should be prominent in the user experience and accessible at all times.

What to do

Ensure that the platform you manage, has taken appropriate measures to help minimize privacy risks, including:

- giving users the ability to view their privacy status or settings at any given time
- giving users control over who can access their full profile by, for example, being able to block a user from viewing their profile and reject friend requests
- giving users the option to allow only direct friends to post comments and content to their profile or to delete unwanted comments
- giving users the option to pre-moderate comments of other users before being published on their profile

5. Safety -

Ensure safety measures are taken promptly to report and respond to illegal or inappropriate conduct or content.

What is it?

Any Terms of Use policies should list items of illegality and define, as far as practical, what it regards as inappropriate content, contact or behavior and how this can be reported and to whom, if an abuse is spotted.

Users should be provided with this information when they sign up for service to establish a shared understanding from the start, but a clear policy will also help when making an effective report of any breaches.

Service providers should be clear about how such reports are typically handled: if people don't believe the providers are vigilant about resolving misuse issues, the risks of bad behavior may increase.

What to do

Look for active management measures that indicate:

- prompt acknowledgement, outline of process framework, and updates
- effective moderation processes to quickly review and remove any offending content
- ban or remove such user(s) immediately
- clear statement of what will happen if a community member is found to have breached the Terms of Use policy.

6. Exit Strategy -

Plan the complete content life cycle, including the 'end' of the site

What is it?

Personal information should not be retained for any longer than necessary. Planning for this stage should be done at the beginning since many policies will need to articulate closure terms. Unattended or inactive social network is not a good practice because it might affect brand and repute of the University.

What to do

Measures to take are:

- Outline what will happen to the site when it is no longer needed and who will decommission it (remember it may cost money and need a budget to maintain and run)
- Address how users will disengage from the project content – where will customers go when the site is no longer operating? Plan to 'transfer goodwill' of users by redirecting or providing links to other existing projects, or the corporate home page.

