

AIMS COLLEGE OF BUSINESS AND IT
(PVT) LTD

SOCIAL MEDIA POLICY



1. Purpose and Scope

1.1 Introduction

AIMS embraces the conscientious utilization of social media for effective communication and fostering connections with potential and present students, alumni, staff, parents, and community members. The institution acknowledges the dynamic and evolving nature of social media, which can occasionally interweave personal and professional aspects.

1.2 AIMS Values and Behaviours

The values and behaviors of AIMS are integral to its identity, and it's crucial that they are accurately portrayed in all types of interactions. This principle should extend to our public engagement on social media platforms as well.

1.3 Content

This document encompasses three distinct sections that ensure the alignment of our representation with the values and behaviors mentioned earlier:

1.4 Best Practice

1.4.1. AIMS acknowledges and welcomes the advantages and possibilities that social media can offer, benefiting both the institution and individuals. Enhancing value through adhering to best practices and empowering our staff and students on social media is essential for establishing exemplary standards throughout AIMS.

1.4.2 At the institutional level, this approach ensures authenticity, fosters positive brand sentiment, and extends reach, allowing for the communication of core messages in a secure and suitable fashion. On an individual basis, leveraging AIMS reputation and becoming part of the brand identity can lead to empowerment and recognition.

2. Policy Statement

2.1 In the context of this policy, social media refers to interactive online platforms that enable instant communication between parties or the sharing of messages within a public forum.

2.2 It's a way to share news, updates, and successes, keeping everyone informed about important happenings. It also encourages productive academic discussions on controversial subjects and research areas.

2.3 Using social media comes with inherent risks due to its instant and widespread nature. Inappropriate use can negatively affect staff, students, and the university's reputation.

2.4 The Marketing Subcommittee Chair will oversee this policy. Anything seen as inappropriate, offensive, or illegal should first be reported to the Marketing Subcommittee Chair. If needed, these issues will be escalated to the Marketing Subcommittee.

2.5 The Marketing Subcommittee Chair is accountable for content. Breaking the policy could lead to criminal or disciplinary measures for users.

3 Keep It Legal

3.1 Social media accounts are created and owned by AIMS. If an individual's name is linked to a department or club account, ownership rights are forfeited, unless ownership is transferred in coordination with the Marketing Subcommittee Chair.

3.2 Before creating any social media accounts, proposals must be submitted to the Marketing Subcommittee Chair for approval. A robust business case is essential for new channel creation, including available resources to manage the account, a well-defined content plan, and a solid business proposal.

3.3 All AIMS-related social media accounts must be linked to a department's administrative or an employee's work email. The central social media team must have access to all account passwords. This practice guarantees access even if the user departs from AIMS.

3.4 AIMS employees are prohibited from using personal email accounts for AIMS-related social media accounts. Each account must have administrative access granted to multiple AIMS

employees. Administrative access will be revoked if the employee leaves their position, is reassigned, or due to disciplinary reasons.