National Institute of Social Development

Guidelines for Social Media

Guideline Title: Guidelines for Social Media

Guideline Number: 01

Functional Area: All Academic Staff and Non-academic staff

Effective Date: 11.07.2024

Approving Authority: The Governing Council and Research Division

1.1. Rationale & Purpose:

The National Institute of Social Development (NISD) recognizes the importance of social media as a platform for discussions about the institute, current events, and various issues. This policy provides principles and guidelines to ensure the responsible use of social media by staff and students while protecting the reputation and dignity of the institute and its community.

1.2. Principles

1.2.1. Freedom of Expression:

- NISD upholds the right to freedom of speech and expression, encouraging open discussion, debate, and dissent.

1.2.2. Dignity and Respect:

- Users must not violate the dignity of the institute or its members, including staff and students.

1.2.3. Accuracy and Verification:

- Facts must be verified before posting or sharing information on social media.

1.2.4. Responsible Dispute Resolution:

- Members are encouraged to use existing grievance mechanisms for resolving disputes rather than amplifying discontent on social media.

1.2.5. Avoidance of Propaganda:

- Users should exercise discernment to avoid promoting false propaganda.

1.2.6. Prevention of Crime and Harm:

- Avoid sharing critical or sensitive messages that may lead to harm.

1.2.7. Academic Integrity:

- Do not violate exam procedures by posting or requesting unauthorized assistance online.

1.2.8. Authenticity:

- Refrain from engaging in wrongful activities using false identities.

1.2.9. Intellectual Property:

- Obtain permission before using the institute's name, logo, or intellectual property on social media.

1.2.10. Respect for Privacy and Copyright:

- Do not upload or share content without proper permission from the original creator.

1.2.11. Legal Compliance:

- Adhere to Sri Lankan laws and institute policies in online conduct.

1.2.12. Personal Information Protection:

- Be aware of third-party applications that may share your personal information.

1.2.13. Support Services:

- Seek support services if negatively impacted by social media posts.

1.3. Guidelines

1.3.1. General Conduct:

- Always maintain the highest ethical standards when commenting on matters related to NISD.
- Ensure that social media engagement reflects the values and ethics of the institute.

1.3.2. Verification and Accuracy:

- Verify the factual accuracy of all posts before uploading or sharing.
- Be cautious of false propaganda and exercise discernment in social media interactions.

1.3.3. Privacy and Intellectual Property:

- Obtain prior permission from the Registrar's office before using NISD's name, logo, or intellectual property.
- Do not share copyrighted material without approval from the respective publisher.

1.3.4. Respect and Non-Discrimination:

- Refrain from uploading offensive or derogatory content related to gender, ethnicity, race, nationality, disability, sexual orientation, or religion.
- Do not post someone else's images or videos without permission from the original publisher.

1.3.5. Academic Integrity:
- Avoid posting or requesting unauthorized assistance during exams and assignments.
- Do not share answers to assignments or exam questions on social media.

1.3.6. False Identities and Unauthorized Activities:
- Do not engage in unauthorized or illegal activities using a false identity.
- Understand that authorities can trace the real identity behind such activities.

1.3.7. Legal and Policy Compliance:
- Recognize that online conduct is subject to Sri Lankan laws and NISD's policies.
- Be aware of the potential risks and future implications of making personal information public.

1.3.8. Security and Technical Support:
- Protect your social media accounts and be aware of third-party applications that share personal information.
- Seek technical advice from the institute's IT experts if needed.

1.3.9. Support Services:
- If negatively impacted by social media posts, seek support from the institute's counseling services and other available resources.