



National Institute of Social Development Policy on Social Media

Policy Title: Policy on Social media

Policy Number: 23

Functional Area: Academic, Non-academic, and Students

Effective Date: 11.07.2024

Approving Authority: The Governing Council, National Institute of Social Development

Administrative Responsibility: Web Development Committee/NISD Media Unite

23.1. Rationale and Purpose

Social media platforms offer excellent opportunities for discussions about the National Institute of Social Development (NISD), current events, issues, accolades, and stakeholders. These channels provide crucial opportunities for NISD to communicate and engage with a wide array of stakeholders, as well as offer a range of professional and personal opportunities for staff and students. However, social media also presents risks that may lead to the dissemination of potentially serious misinformation, ultimately impacting the reputation of NISD. This policy provides guidance to staff and students on how to safely and productively use social media to maximize its benefits while mitigating associated risks.

23.2. Objectives

The purpose of this policy is to:

- 23.2.1 Provide staff and students with information on NISD's requirements and expectations regarding the use of social media.
- 23.2.2 Ensure a consistent approach to social media use across the institution.
- 23.2.3 Minimize potential negative reputational impacts for users and NISD as a result of social media use.
- 23.2.4 Mitigate risks associated with social media use, protecting users and the institute.
- 23.2.5 Ensure staff and students do not compromise their security or the security of NISD's information assets.

- 23.2.6 Outline the responsibilities of users of NISD social media accounts.
- 23.2.7 Clarify expectations for staff and students using social media in a professional or personal capacity.
- 23.2.8 Support staff and students in enhancing their presence and that of NISD on social media.

23.3. Scope

This policy applies to:

- 23.3.1. Any social media platform hosted by NISD.
- 23.3.2. All NISD members (staff and students).
- 23.3.3. All social media communications representing NISD.
- 23.3.4. All forms of social media use that could impact NISD, whether for work-related or personal use, whether during working hours or otherwise, and whether accessed using NISD's IT facilities and equipment, or personal devices.

23.4. Definitions

Social media: A collective term for online communication channels, portals, and websites facilitating community-based interactions, sharing, and collaborations. Examples include Facebook, YouTube, Twitter, LinkedIn, WhatsApp, Tik Tok and Instagram.

NISD social media account: Any social media account that uses NISD's logo and/or name and represents NISD; managed by NISD, a department, or an official student association.

Copyright: A form of intellectual property law protecting original works of authorship, including literary, dramatic, musical, and artistic works.

23.5. Provisions and Conditions

NISD encourages the use of social media to connect with others, including students, employees, alumni, and the general public. To protect the reputation of NISD and its members and to mitigate risks associated with social media use, the following provisions apply:

- 23.5.1 All NISD social media pages must adhere to NISD's brand guidelines and clearly state their purpose.
- 23.5.2 Social media pages must be kept up to date, regularly posted to, and frequently monitored. Questions should be responded to promptly within operating hours.
- 23.5.3 Communication through social media that violates NISD policies, rules, and

regulations or is used for any illegal purpose is prohibited and subject to disciplinary action.

23.5.4 NISD's Information Security Policy applies to all forms of electronic communication, including social media use.

23.5.5 Posts from NISD social media pages represent the institute and must be carefully considered, appropriate, and not damaging to NISD's reputation. Posts must align with NISD's values and ethics and all relevant policies.

23.5.5 Posts must not:

- Harass, bully, or intimidate.
- Incite violence or hatred.
- Include abusive content relating to age, disability, gender, race, religion, or belief.
- Include confidential information or violate intellectual property rights.

23.5.6 The NISD logo must be used appropriately according to guidelines.

23.5.7 Content must be accurate and not commit to something NISD does not intend to deliver. Mistakes must be transparently corrected.

23.6. Managing Social Media Pages

23.6.1 Primary administrative rights for official NISD social media pages will be assigned to NISD employees.

23.6.2 Pages must have a minimum of two administrators, with at least one being a permanent employee.

23.6.3 The page name must include NISD (e.g., "ICT Centre, NISD") and the username should contain 'NISD' (e.g., "ICTCNISD").

23.6.4 Pages must get approval from the Webmaster before publishing/creating.

23.6.5 Heads of administrative units or nominated staff members must be administrators and are responsible for the content.

23.6.6 Student access will be granted the editor role.

23.6.7 Guidelines for publishing news on NISD websites must be followed when posting news on social media.

23.6.8 Administrators, in consultation with relevant authorities, may hide or delete any material violating this policy and block users if necessary.

23.6.9 Strong, secure passwords and two-factor authentication are required for accounts managing social media pages.

23.6.10 Temporary access must use a secure temporary password, changed back after the temporary period.

23.7. Escalating Concerns and Issues

- If a social media account is hacked or a post attracts negative comments, staff should alert the head of the respective administrative unit, Webmaster, or Director of the Media Centre for guidance.
- Staff should not monitor personal social media sites of others but should report any concerns about welfare or misconduct to appropriate authorities.

23.8. Social Media in an Emergency

- All communications during an emergency will be issued via NISD's official social media sites. Other accounts must not post updates to avoid conflicting information.

23.9. Personal and Professional Accounts of Staff

- Staff should maintain separate accounts for professional and personal use. Personal accounts should not use NISD branding and should clearly state that views are personal.
- NISD does not monitor staff accounts but may request removal of content considered misconduct.

23.10. Expectation of Privacy

- NISD respects privacy and confidentiality according to relevant laws and policies. In specific circumstances, NISD may monitor user activities with proper authorization.

23.11. Enforcement

- Reports of violations should be directed to the Webmaster (webmaster@nisd.ac.lk). Violations of IT policies may result in disciplinary measures according to laws and regulations.

23.12. Disclaimer

NISD disclaims responsibility for and does not warrant information on non-NISD-managed social media pages. Such material does not necessarily reflect the attitudes, opinions, or values of NISD, its staff, or students.