Guiding Principles for Use of IITB Social Media Accounts

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The Institute encourages the use of social media for furthering the Institute's goals and for disseminating information on the Institute's activities. However, this is to be done in a manner that prevents (a) misuse of the social media for purposes other than intended, and (b) use of social media without appropriate authorisation.

The following guidelines formulated by IIT Bombay must be adhered to for usage of all official social media accounts.

1.   PREAMBLE

We use the term **IITB-connected social-media accounts** to refer to accounts set up to voice the viewpoints of the Institute or any of the IIT Bombay approved groups/ clubs of Student Gymkhana such as TechFest/ ECell/ Mood Indigo/ Hostels/ Pixels/ Sports/ Culturals and Departments/ Research groups/ Labs etc.

These include accounts on social media sites such as Facebook, LinkedIn, Instagram, Twitter as well as groups on messaging platforms such as Whatsapp, Signal, Telegram, Discord, Messenger, etc., created for use by the relevant bodies.

IITB-connected social-media accounts will be deemed 'official' only after approval from the appropriate authorities.

A list of *official social media accounts* will be published on the official websites of IIT Bombay or the relevant departments. IIT Bombay disowns any responsibility of content published on any social-media accounts other than those published on these websites.

Students, faculty and staff are free to have personal social media accounts but they must avoid using LDAP login Ids or official email addresses (...@iitb.ac.in) for their personal social media accounts. They must take full responsibility for what they post on personal accounts.

Account Approval Authority: Student bodies operating under gymkhana that wish to operate official accounts must, through their respective overall coordinators/general secretaries, get approval from Dean (Student Affairs).   Social media accounts for Departments/ Centers/ Labs must get approval from concerned HODs. All other categories must get approval from DD (AIA). An approval form for opening social media accounts (see below) must be filled for getting the approval.

2. GUIDELINES FOR USE OF OFFICIAL IIT BOMBAY ACCOUNTS ON SOCIAL MEDIA

1. **Only IITB LDAP login Ids (...@iitb.ac.in), and preferably official email addresses, must be used for opening official social media accounts, and after due consent.** Exceptions must be approved by the approving authority for the account.
2. The persons in charge of the accounts will take complete responsibility for the content posted on the account.

3. The account should not be used for posting content that supports or promotes discrimination on grounds of gender, caste, religion, regional or linguistic background.

4. Read and follow the Institute's policies on IT use. (Policies tab on https://www.cc.iitb.ac.in/)
5. The government guidelines on social media use for government organizations, available at: https://www.meity.gov.in/writereaddata/files/Approved%20Social%20Media%20Framework%20and%20Guidelines%20_2_.pdf
must be followed.
6. Content:
a. Have a team to manage official social media accounts. Discuss content with the team before posting it.
b. Use social media in the spirit in which it is intended - to engage, openly and honestly.
c. Be responsible and respectful in all posts on the account.
d. Do not post content which will embarrass your organization or yourself.
e. Do not post political content. If you wish to invite any politically connected person for an event on the account, please get approval from the account approval authority.
f. In case of any complaints about content on the account, prompt action must be taken to address problems if any.
g. Innovate - different approaches work for different people
h. Share helpful links from IITB, Ministry of Education and other trusted official sources.
i. Credit the creators whenever you share their work, ideas and links
j. Listen - social media is designed to be a two-way channel, just like any good conversation
k. Do not try to cover up mistakes. Be honest and you'll get more respect for it in the long run.
l. Invest time, enthusiasm and energy to make it work.
7. Personal vs. Official
a. Your personal social media profiles are your own. Use your personal email address/ phone number/ address for the same.
b. When people know you are associated with IITB, they are prone to assuming that you speak for IITB, even when you are not. While discussing personal opinions, be upfront that you are not speaking in an official capacity.
c. Do not use personal social media accounts to speak on behalf of the organization without authorization.

8. Security
a. Do not share your passwords with anyone other than your communication leads.
b. Do not leave your accounts unattended while logged in.
c. Be careful who you "friend" online. Foreign intelligence agents are known to target people associated with government organizations.

9.   Legal

a.   A disclaimer in the profile/ bio of a social media account will not save the account administrator from potential legal action.

b.   Take legal advice when necessary from IITB's legal team. Do not ignore legal advice.