Universiti Tunku Abdul Rahman			
Guideline Title: **Guidelines for UTAR Social Media Management**			
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1.0 Preamble

The use of social media for publicity and dissemination of information is increasingly common for the University departments and staff to create significant impact on branding, publicity, promotion and professional reputation.

Social networking is the use of web-based tools and the sites to interact with other people through text, images, video, or sound. Social media here refers to Facebook, X (formerly Twitter), Instagram, LinkedIn, TikTok, YouTube, blogs and other social media platforms.

This document outlines guidelines to follow when creating new social media sites/accounts and managing them by UTAR departments. Departments herein refer to faculties, institutes, centres, divisions and other administrative units of the university.

2.0 Exemption

2.1 These guidelines do not apply to the creation and maintenance of a **personal** social media site/account or comments on social media platforms; with no indication of representing UTAR at all including text, photos and videos.

2.2 However, discussion of professional/personal issues and personal opinions on personal and private social media platform/sites using UTAR's designation, should include a statement that says that the views expressed on social media are those of the writer/author alone and do not reflect the views of the University.

3.0 Social Media Site Creation Guidelines

3.1 Permission from UTAR Senior Management Committee (SMC) must be sought and granted for all new social media sites/accounts created by UTAR departments for University use to promote UTAR events, activities and news.

3.2 Whenever applicable, all UTAR departmental social media sites/accounts must observe the following:

i)   have the UTAR name as part of the departmental social media site/account's name

ii)   have the UTAR name as part of the departmental social media site/account's URL

iii)   to include the UTAR logo as part of the departmental social media site/account's logo

3.3 Materials in whatever format – texts, images, photos, videos and sound - uploaded on any social media site/account must be directly related to the Universityand associated activities, events, news and services. Uploading of information on a personal basis or promoting a personal business, not related to UTAR, is strictly prohibited.

3.4 Materials/texts/videos which contain illegal contents, unapproved commercials, unapproved fundraising solicitations, spam, or copyright/trademark infringements are strictly forbidden to be uploaded on UTAR social media sites/accounts. Contents construed as gender biased and sexist comments, political, racial or religious lobbying solicitations or contributions are also strictly forbidden to be uploaded on all UTAR social media sites/accounts, including the website.

3.5 Materials uploaded must be free of profanity, hate speech, and offensive or inappropriate language.

3.6 All statements made on officially-recognised and approved UTAR social media sites/accounts and web pages must be true and all claims must be substantiated. All facts must be accurate, and wherever relevant, links to conclusive sources should be provided.

3.7 All posts must be kept succinct and monitored. Any spam, offensive or controversial comments should be deleted and any user who repeatedly posts such comments must be blocked by the respective administrators.

3.8 Each UTAR departmental social media site and its pages must be monitored and maintained by one of the three assigned staff members of that particular department.

3.9 Monthly report of basic usage statistics of the social network sites/accounts may be produced, e.g. number of users, enquiries, responses, postings, etc. Problems or issues and ways to resolve them may also be included in the report. The report is to be tabled in the respective faculty, departmental GMM or related meetings.
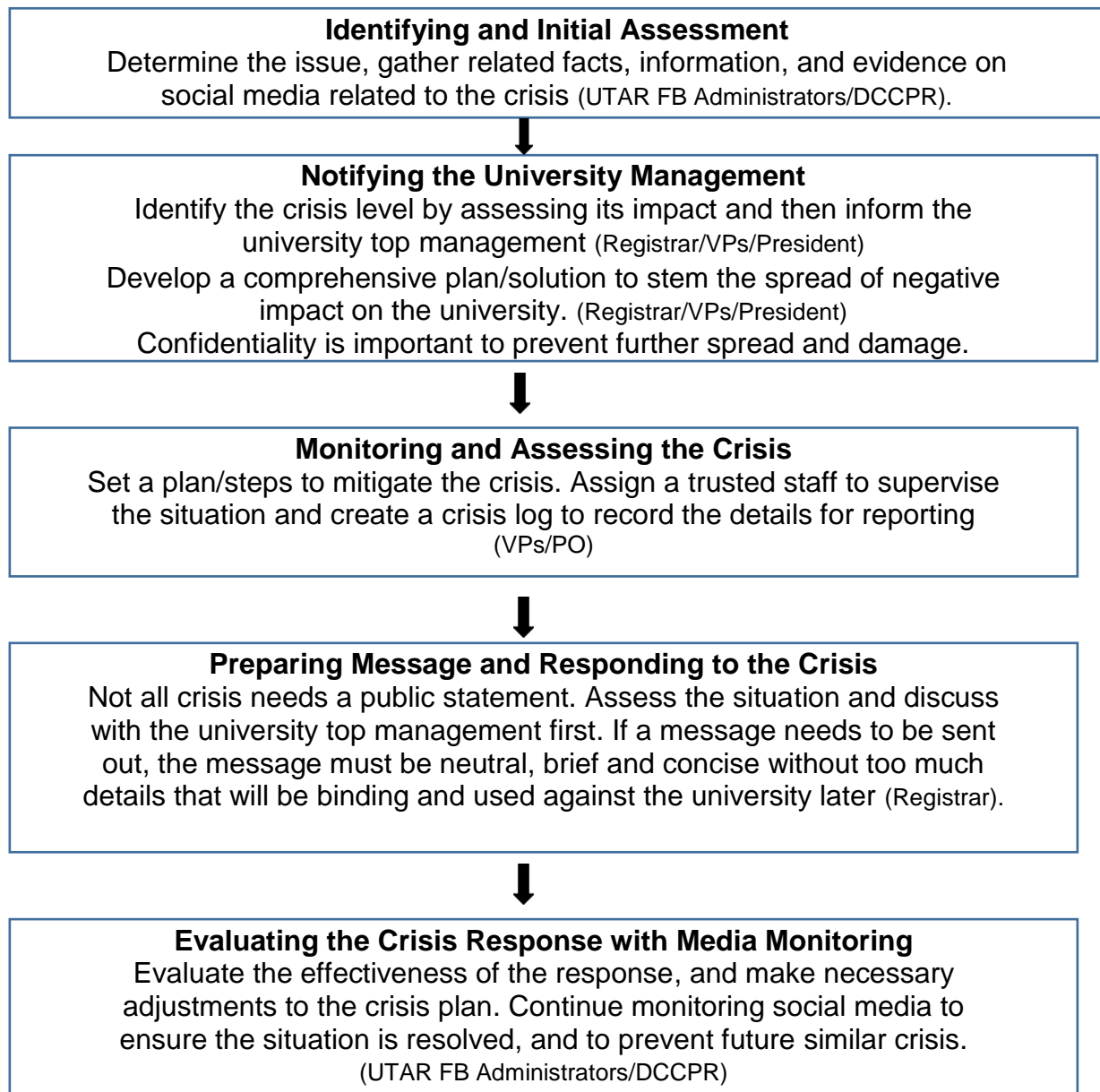
4.0 **Facebook Creation Guidelines**

4.1 All new Facebook accounts created by UTAR departments must like and share the main UTAR FB account. This can be done by selecting the "Like" button on the main UTAR FB page at www.facebook.com/UTARnet

4.0 All UTAR department Facebook accounts are meant for university use, and not for personal and private use. For more information, please refer to http://www.facebook.com/pages/create.php.

4.1 All UTAR departmental Facebook pages must have the UTAR name as part of its URL. For example, a page created by the Faculty of Creative Industries will look like this: https://www.facebook.com/UTARFCI. In addition, the UTAR logo must be included in the FB page.

4.2 **All communication on UTAR social media sites/accounts/platforms are strictly one-way.** The University does not respond publicly to comments on social media, especially on Facebook. The university will respond to relevant enquiries (non-controversial enquiries) sent in to the private mail box in UTAR Facebook. This private mail box is not accessible to the public.

5.0 **Flowchart for Social Media Crisis Management**

5.1 Crisis management in social media refers to the process of handling and navigating through potentially damaging situations that may arise on social media platforms which create a negative impact on the university's reputation, operations, students, staff and management. A crisis communication plan will avoid further escalation of the crisis.

5.2 The following flowchart maps the steps for addressing negative and controversial issues on social media.

Identifying and Initial Assessment
Determine the issue, gather related facts, information, and evidence on social media related to the crisis (UTAR FB Administrators/DCCPR).

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Notifying the University Management
Identify the crisis level by assessing its impact and then inform the university top management (Registrar/VPs/President)
Develop a comprehensive plan/solution to stem the spread of negative impact on the university. (Registrar/VPs/President)
Confidentiality is important to prevent further spread and damage.

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Monitoring and Assessing the Crisis
Set a plan/steps to mitigate the crisis. Assign a trusted staff to supervise the situation and create a crisis log to record the details for reporting (VPs/PO)

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Preparing Message and Responding to the Crisis
Not all crisis needs a public statement. Assess the situation and discuss with the university top management first. If a message needs to be sent out, the message must be neutral, brief and concise without too much details that will be binding and used against the university later (Registrar).

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Evaluating the Crisis Response with Media Monitoring
Evaluate the effectiveness of the response, and make necessary adjustments to the crisis plan. Continue monitoring social media to ensure the situation is resolved, and to prevent future similar crisis. (UTAR FB Administrators/DCCPR)

6.0   Guidelines on Responding to Unfavourable Comments on UTAR Social Media Sites/Platforms

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STEP 1: Monitor negative comments/crisis and report
Monitor each mention and negative comments, and identify the issue first. Do not respond/react to the comments without consulting the university management first. Gather the evidence quickly for reporting and decision making on steps to be taken.

STEP 2: Investigate and Respond promptly, if necessary
After investigation and upon decision by the university management, a response may be necessary to mitigate the crisis. This response should be worded and acted upon by the selected university staff, as decided by the university management in relation to the crisis.

STEP 3: Comment respectfully
It is important to be respectful, impartial and polite in responding to the crisis/issue. Avoid unnecessary binding comments/details that will be used against the university in the future.

STEP 4: Direct the communication to a different platform
To resolve the conflict, shift the conversation from social media to either emails, telephone conversations or face-to face meeting.
Avoid further communication on FB or social media.

STEP 5: Seek amicable solutions
Resolve the conflict/crisis amicably by communicating with show of proof and evidence to clarify. Explain the consequences of further escalating the crisis.

STEP 6: Report controversial and abusive posts
Any social media posts that breach the nation's laws and regulations must be reported to MCMC and Facebook for actions to be taken accordingly.

STEP 7: Learn from the crisis
Consider the crisis as a source of information/hint to learn more about the perception/views of the students and public on the university, its staff and its processes. Use this information for improvements if necessary.

Note:The above guidelines are subject to updates and changes by the University management.