

K J Somaiya Institute of Management

Vidyanagar, Vidyavihar(E), Mumbai-400077

Social Media Usage Guidelines

Starting off on an MBA program is the right time to review your existing social media accounts, delete what is inappropriate and transition towards a more professional page - appearance wise and content wise.

As MBA students and future members of industry/other reputed organizations, you should be aware and mindful of how your identity, statements, posts, pictures, videos and views come across to receivers online. Various diverse stakeholders can consume your content, especially future recruiters who routinely conduct checks on a candidates social media pages.

Your posts have an immediate and indelible impact on the impression created for yourself and others around you. Remind yourself once again that many future employers and industry members view social media profiles when hiring to make their opinions on the candidate's character, personality and employability.

The social media platforms of KJ Somaiya Institute of Management Studies and Research are important and real time engagement platforms with the critical stakeholders of the institute.

Our official presence and participation on social media has a mission of bettering the image, perceptions and opinions about the students of KJ Somaiya Institute of Management Studies and Research among our stakeholders. Additionally, these platforms (primarily Facebook and LinkedIn) provide a diverse set of opportunities for networking, learning and career growth.

However, users of the social media need to be mindful of the content posted on social media. Critical to note is that once a post, image or video appears on social media, it is on the internet forever and can be accessed despite all invisibility and privacy settings. Also, the increasing use of laptop and hand held devices among today's youth has probable harmful consequences. These have given sexual predators, terrorist organizations and other criminals a way to directly connect and interact with vulnerable targets groups via online discussion groups or directly. The most vulnerable being students.

Users of social media should be aware and alert of the following inevitable legal risks of posting inappropriate content on social media. The following are classified as Cyber-Crimes

- **Defamation:** posting untrue content that adversely affects a person's or organization's reputation, which has caused, or is likely to cause, harm. (punishable under Section 499 and 500 of the Indian Penal Code)

- **Maligning Falsehoods:** posting untrue and damaging content with an improper motive causing financial and reputation loss. (punishable under Section 499 and 500 of the Indian Penal Code)
- **Harassment:** subjecting someone to a course of conduct that causes them distress or alarm, including stalking, trolling, abusive language, gender/sexual orientation targeted harassment, and cyber-bullying (punishable under Section 66A of the Information Technology Act)
- **Intellectual property infringement:** posting content which copies a substantial part of a copyright protected work. (punishable under Section 63 of Indian Copyright Act)
- **Breach of confidence:** posting confidential information (punishable under Sec 72 of the Information Technology Act).

(Additionally, such actions on your part may attract provisions of Anti Ragging Regulations of AICTE as well as Maharashtra Prohibition of Ragging Act, 1999.)

Statistics released by the National Crime Record Bureau (NCRB) assert that a total of 12,317 cases have been registered under "cyber-crime" in 2016, an increase from 696 reported cases in 2009.¹

The Institute's official social media handles are run by the various action committees of the institute (Admissions, Alumni, and Public Relations). In addition, even on their personal social networking platforms, the students are expected to portray behavior that is suitable and representative of KJ Somaiya Institute of Management Studies and Research. The scope of these recommendations currently include, but are not limited to, Facebook (and Messenger), Instagram, WhatsApp, Snapchat, Allo, Twitter, LinkedIn, Reddit, Pinterest, Quora and Google+. also aggregator platforms such as Pagalguy, insideim etc.

Certain **DON'TS** of students' personal social media pages to fail-safe your social media interactions.

- Do not promote content that is harassing, bullying, or otherwise intimidating.
- Do not treat others the way you would NOT want to be treated.
- Do not incite hatred and violence.
- Do not post derogatory or abusive comments based on religion, gender, race, sexual orientation, handicaps, and marital status.
- Do not post plagiarized content.
- Do not mix your personal and professional identities online.
- Do not misuse social media to vent personal frustrations.
- Do not pre- announce your travel plans on social media.
- Do not forget to logout of shared machines.

¹: <https://www.firstpost.com/india/indias-digital-war-surge-in-cyber-crime-rate-highlights-need-for-deeper-scrutiny-of-mediums-social-psychological-threats-4267385.html> (Accessed: 22nd May 2019).

The permanence of anything posted online - Once digital content has been created and shared, there is limited control. Social Media posts can reach a wider audience than expected or intended.

CONSEQUENCES

Posting such inappropriate content can have the following consequences:-

- Impact on academic and long term employment prospects.
- Damage to institute's reputation.
- Disciplinary action by the institute.

Social Media Grievances –

Students facing discomfort or harassment on social media from senders within the institute or from outside - can address their grievance to members of the institute's ***Discipline/Unfair Means Committee – Prof. Dr. (CA) Swati Godbole (Chairperson) / Prof. Dr. Hardeep Singh.***

Wishing you a vibrant and productive social media life ahead.

These guidelines have been prepared by Prof. Dr. Hardeep Singh, using the following as references:-

- Car, J. (2019). *Social Media Compliance Policy* (pp. 1-12, Rep.). External Relations, Marketing and Communications Department, University of Liverpool. doi:12th May 2019.
- Ward, R. (2018). *Student Social Media Policy* (pp. 2-8, Rep.). Student and Academic Services - De Montfort University, Leicester. doi: 12th May 2019.