



# BISHOP CHULAPARAMBIL MEMORIAL COLLEGE

(B.C.M. College)  
KOTTAYAM  
(NAAC REACCREDITED)

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## SOCIAL MEDIA AND IT POLICY

### 1. Introduction

At Bishop Chulaparambil Memorial College, Kottayam, we understand that social media can be a fun and rewarding way to share academic excellence with intellectual groups, friends and co-workers worldwide. However, using social media also presents certain risks and carries with it certain responsibilities. To assist members of the BCM family in making responsible decisions about their use of social media, the institution has established these guidelines for its appropriate use.

### 2. Scope of the Policy

Social media may include, although is not limited to:

- Social networking sites such as Facebook, LinkedIn, Yammer, google plus
- Video and photo sharing websites such as Flickr, Instagram, YouTube
- Blogs, including corporate blogs and personal blogs such as SharePoint
- Blogs hosted by media outlets such as comments or 'your say' feature
- Micro-blogging such as Twitter
- Wikis and online collaborations such as Wikipedia
- Forums, discussion boards and groups such as Google groups, Whirlpool
- VOD and podcasting such as Sound Cloud
- Online multiplayer gaming platforms such as World of Warcraft, Second Life
- Geo-spatial tagging, Foursquare, Facebook check-in
- Chat rooms like Skype, bebo

This policy applies to all the students, teaching and non-teaching staffs - guest, permanent and on-contract, of Bishop Chulaparambil Memorial College, hereafter referred to as members of BCM Family.

### 3. Policy

Following Principles And Guidelines Form The Social Media /IT Policy

- Ultimately, you are solely responsible for what you post online.



- Bear in mind that material posted online effectively lasts forever and may be replicated endlessly through sharing and re-posting. It may also be sent to recipients who are never expected to see it - who may perceive it out of context.
- Before creating online content, consider some of the risks and rewards involved.
- Always be fair and courteous to the members of the BCM Family. Also, keep in mind that you are more likely to resolve institution-related complaints by speaking directly with the members or by informing your superiors than by posting complaints to a social media outlet
- It is your responsibility to adhere to the rules and the conditions of the sites you surf.
- At BCM, we promote the use of original softwares. Systems, even if personal, pirated software should not be used at BCM College.
- Systems with Linux or other GNU operating systems should be preferred when purchasing new systems. If proprietary operating systems are unavoidable, they should be licenced. OEM licensed desktops or laptops should be chosen in such cases.
- Make sure you are always honest and accurate when posting information or news. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumours that you know to be false about the BCM Family or its members.
- Express only your personal opinions. Never represent yourself as a spokesperson of the Institution.
- Keep in mind that any of your conduct that adversely affects the institution or any member of the BCM Family may result in disciplinary action up to and including dismissal.
- Any attempt to destroy the IT infrastructure shall not be tolerated. Action should be initiated with a minimum punishment of twice the cost of the asset tried to be destroyed.



- No member is expected to make obscene, defamatory, threatening, harassing, discriminatory or hateful comments to or about your work or another person or entity.
- Even in your social media profiles, you are not expected to be harsh or extreme in your criticism of the government, your superiors or the management, or their respective policies, that they raise questions about your capacity to work professionally, efficiently or impartially as a BCM Family member, such comments would not have to relate to your area of work.
- BCM Family members shall login to the internet from the campus through the firewall (172.16.16.16:8080) and use their own password and username. It is the responsibility of the family members to keep their login credentials secret. Any attempt to bye-pass will be treated seriously and may lead to even dismissal. The minimum punishment, in this case, shall be thousand rupees.
- While posting photos and videos, permission must be sought in writing from the concerned persons in the videos or photos before posting or publishing them on social media.
- During working hours, using YouTube or other video sharing sites are welcomed only if it is for academic purpose. Downloading movies and pirated software are not expected from the family members and shall not be done from the college.
- Using social media during working hours is strictly prohibited.

Do not use college or departmental e-mail addresses to register on social networks, blogs, or other online tools utilised for personal use.

### **Media Contact**

Members are not allowed to interact with media on behalf of BCM College and without prior permission from the Principal. All the articles published by the members of BCM family shall not, in anyway, defame the college or its policies.

### **Additional Guidelines**





- Contents about sensitive institutional information should not be shared with the outside community.
- Dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
- As per the UGC Regulations regarding measures for the maintenance of standards in higher education (**Ref. No: F.3-1/2009 dated 30 June 2010**), whoever adopts teaching as a profession assumes the obligation to conduct themselves by the ideals of the profession. A teacher is constantly under the scrutiny of his students and society at large. Therefore every teacher should ensure that there is no incompatibility between his precepts and practice. The national ideals of education which have already been set forth and which he/she seeks to inculcate among students must be their own ideals. The guidelines further advise managing the teachers' private affairs in a manner consistent with the dignity of the profession. Teachers are advised to follow the guidelines issued by the UGC or higher authorities while using social media.
- There is no restriction in uploading or sending images or videos through social media ensuring that the values and ethics of the institution are not affected
- Usage of peer to peer downloading facilities like torrents shall not be used using the IT infrastructure of the college.

## **CAMERA**

Students shall use cameras at the college with the prior permission of the college authorities or with the authorisation from the department. However, photos taken from the classrooms shall not be posted on social media. Students are expected to respect the feelings of others while taking and publishing them on social media. The college shall not be responsible for any photos taken by the students, even if it is taken within the campus.

Violation of any of the above guidelines can initiate disciplinary action by the Principal



*S. Baby*  
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