

DAU 9-3 Social media and Communication Policy

Policy Code	Policy Name		
DAU 9-3	Social media and Communication Policy		
Responsible Executive	Current Revision Date	Next Revision Date	
-Public Relation Department -IT Department	10/2023	10/2027	

1. Policy Purpose

This policy defines the approved channels and process for delivering any information, news and publicity materials related to the media or to the public. This policy controls how DAU's social media platforms are used for official purposes in an ethical and responsible way. Additionally, users need to be aware of their obligations as representatives of the university and how their activities may enhance or harm the university's reputation and public image. This policy intends to safeguard the University against any unanticipated consequences brought on by the usage of social media on its behalf.

2. Policy Scope

This policy is applicable to any official social media activity carried out by users of DAU's social media networks, including but not limited to students, academic and non-academic staff, and other staff members, as well as outside vendors acting as the University's agents.

3. Policy Statement

DAU welcomes the development and application of social media as an important tool for worldwide communication. It is crucial that the University establishes clear policies addressing responsible behavior, standards of conduct and expectations that users must abide by when using social media for official purposes given that social media give users a public platform to express themselves. Users must always avoid engaging in any official activity that can damage the university's reputation as any official action on open forums reflects poorly on the institution.

Any non-compliance of this policy and the guidelines outlined in it may be considered misconduct, and staff members and/or students may face disciplinary action.

4. Policy Procedure

- Public Relation (PR) Department -with co-operation with IT- is the only authorized unit in DAU permitted to send out news and others to the community public media.
- By channeling the release of information to the media through the Department of Public Relation, DAU can maintain a professional, journalistic communication style in news releases and ensures that these releases are appropriate public image for DAU in the external community these releases also can be strong tool for marketing of DAU.
- Depending on the specific circumstances and in cases of critical significance to DAU, the senior Executive Officer will approve the communication statements for detailed facts of the situation and summarize the university's announcement before releasing the information to the Media.
- The spokesperson for the university will be chosen by the President of DAU. Depending on the specific situation, the President may assign this duty to a suitable staff member. Without the President's permission or delegation, no employee or student may speak on behalf of the university. When participating in public discourse, academic staff members may identify themselves as part of DAU University's academic community.

The head of Public Relations is responsible for:

- facilitating media releases and news stories to the community
- ensuring that the information is delivered appropriately.
- ensuring that the press release's content is written in a professional style.

5. Related Policies/ Documents/ Forms

DAU 5-21 Student Communication Policy
DAU 9-2 DAU Publication policy

6. Document History

Version	Issue/ Rev. Date	Updated Information/ summary of Changes
1	10/2023	1 st issue of the Policy