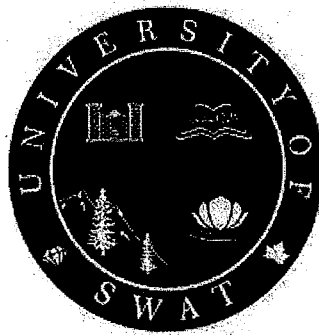


**UNIVERSITY OF SWAT**

**SOCIAL MEDIA  
POLICY REGULATIONS**

2022



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## 1. SCOPE

University of Swat encourages the use of social media to connect with the employees, students, alumni, and other professionals around the globe. It is an effective and economic mode of communication and learning with individuals and communities.

This policy extends to all the faculties, colleges, campuses and departments that are under the umbrella of University of Swat and also to the personnel including faculty, staff, and students working therein as full-time, part-time, visiting basis, fixed basis, daily wages basis or on an honorary basis.

## 2. PURPOSE

This policy regulations does not replace any of the pre-approved rules and regulations of University of Swat, but it is being prepared to give an additional mechanism towards the benefits and opportunities for the correct use of technology that can be effectively implemented and managed for quality education and rapid communication and marketing at University of Swat.

There is an inherent risk involved in using social media and inappropriate use can impact faculty, staff, students, and the reputation of the University. The main purpose of this policy is to provide awareness/information to its employees and students regarding the correct and effective way of using social media and to minimize the risk for the potential misconduct that can affect the overall well-being of both employees and students and the reputation of the university.

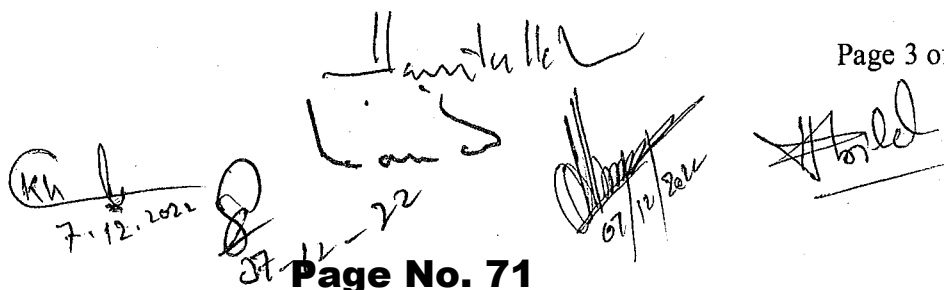
## 3. DATE OF IMPLEMENTATION

This policy regulations shall be effective from December 15, 2022.

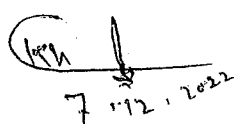
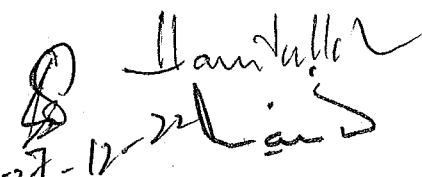
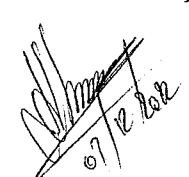

## 4. POLICY REGULATIONS STATEMENT

### General Statements

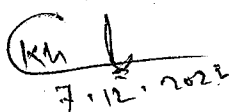
- 4.1. Electronic/social media is a general term that is used for various apps/sites including (but not limited to) SMS, email, WhatsApp, Facebook, YouTube, Instagram, Twitter, LinkedIn, Zoom, MS Teams, Google Meet, Skype, Snapchat, TikTak, Snack Video, etc.
- 4.2. It is the sole responsibility of each individual including both employees and students to use electronic or social media correctly with all legal and ethical practices as per (*Government Notification vide No. F-NO.14/04/2021-D-II, dated: Islamabad the 25<sup>th</sup> August, 2021 and vide Notification No.I/70/1976-D-3, dated: July 23, 2020*)
- 4.3. The faculty should always make themselves available online during the university timings from 8:30 am to 4:30 pm from Monday to Friday and if required even on Saturday.

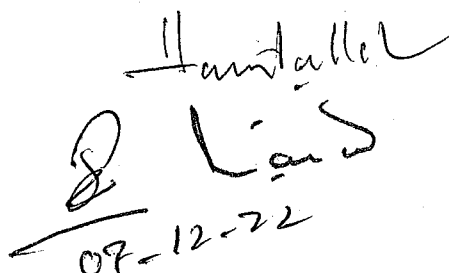
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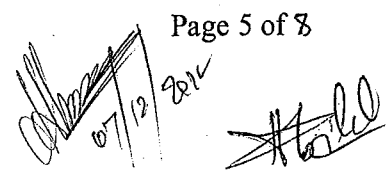
- 4.4. Any social media used for any correspondence or activity by the University or its management or the head of department within or out of hours and during holidays shall be considered official for both employees and students.
- 4.5. It is the sole responsibility of each individual, whether employee or student, to regularly check the concerned app/social media site and remain up to date on the activities of the concerned department/university or for any notification/updates.
- 4.6. The university does not endorse or use any social network communication service or media sharing service as a secure means of communication for online business transactions or matters involving personal information. The university will not ask for, nor should an individual send, credit card or payment information, classified information, privileged information, private information, or information subject to non-disclosure agreements via any social media network.
- 4.7. Any posting on social media, either pictures, information, or any other relevant matter, shall be made by the appointed administrator with prior approval/consent of the competent authority.
- 4.8. Use of the official logo, images, iconography of the university or its constituent department by any student or employee is not allowed to be used on personal social media sites. The logos can only be used in the official social media accounts of the University and its constituent institutions by authorized persons.
- 4.9. The logos shall also not be used to promote any commercial product or service, or any political party or candidate.
- 4.10. Employees and students are permitted to indicate on social media profiles that they work or study at the University of Swat. However, their online profile (for example, the name of a blog or a Twitter name) must not contain the university's or its constituent department name as an ID or profile name.
- 4.11. The students are strictly not allowed to post or make public the recorded sessions/lectures for any course on social media. Similarly, unauthorized employees are also not allowed to post any recording/lectures or any other item without the consent or approval of the concerned person/authority.
- 4.12. The use of cell phones or social media during class or lab is strictly prohibited. Similarly, posting any pictures during the class or lab is strictly not allowed and is liable for punishment as per the Discipline Policy regulations of the University.
- 4.13. Posting any comments on social media that are derogatory to the prestige/reputation of the University or its personnel shall be considered a serious offense and shall be dealt with as per the Discipline/Grievance Policy regulations of the University.
- 4.14. Bullying or making negative/false comments publicly through social media of any activity at university are strictly not allowed and should be dealt with as per the Discipline/Grievance Policy regulations of the University.

- 4.15. Any unauthorized activity on social media or any act that is considered as an act of indiscipline by the university shall be dealt with as per the Discipline Policy regulations of the University for students and according to the University policy regulations for the employees.
- 4.16. Any student or employee shall not breach confidentiality or reveal confidential intellectual property information owned by the university.
- 4.17. The university's official email accounts shall only be used for official purposes. They cannot be used for personal social media activities.
- 4.18. The university may monitor the official accounts and relevant social media activities of any student and employee and may take necessary action in case of a breach of confidentiality or any of its policies. The university or its constituent institution may also take action as per the Whistleblowing procedure against any student or employee.
- 4.19. The use of university computers, the internet, and work time for social media networking must primarily be used for official university-related matters. Utilizing the same for any personal networking is not recommended and should be restricted to a minimum where necessary.
- 4.20. Discussion of the university's internal working, business plans, or records that are not communicated to the public shall not be disclosed to anyone through any media.
- 4.21. University of Swat reserves the rights to block users or remove comments from official accounts/pages that are:
- i. Unrelated to the topic of the post.
  - ii. Abusive, vulgar, profane, racist, sexist, violent, or use hate speech.
  - iii. Obscene or contain harassing content considered to be spam, advertisements, or vendor promotions unrelated to University of Swat or its constituent institutions.
  - iv. Defaming, contain falsehoods or unsupported accusations of University of Swat students, employees, visitors, or other individuals.
  - v. Encouraging illegal, dangerous, or destructive activity.
  - vi. Threatening, harassing, or personal attacks toward specific individuals or groups.
- 4.22. All employees and students should avoid addressing political, racial, or morally motivated topics on social media particularly those related to University of Swat and its campuses.
- 4.23. Further sharing from the official group(s) by any employee or student is strictly not allowed unless otherwise permitted by the competent authority.

  
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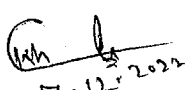
  
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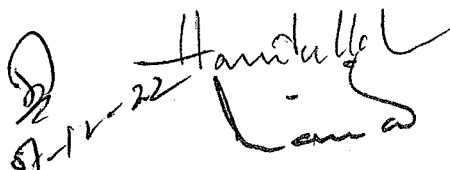
Page 5 of 8


- 4.24. In case of any violation of this social media policy regulations, strict legal action could be taken against the violator in any legal forum, i.e; by referring the case to Cyber Crime Wing (CCW) of the Federal Investigation Agency (FIA), Pakistan or as per university rules (the matter should be referred to the disciplinary committee for imposing appropriate penalty) or as per law of the state.
- 4.25. If a violator is a employee/student of the University of Swat, then the case may be forwarded to the disciplinary committee or misconduct committee or any relevant law enforcement agency according to the nature of issue for implementation.
- 4.26. No one is allowed to captured pictures or record videos of official events or any sort of gathering (within and outside University) premises shall not be allowed except with authorized media team.

## 5. Role of the Administrator

- 5.1. Any social media site/page that is being run by the constituent department of the University should be run by the employee of University of Swat. The student should not be the administrator unless decided by the competent authority.
- 5.2. The concerned Dean/Director/Principal/Registrar shall nominate an Administrator(s) for any social media site(s). Only such designated personnel will be allowed to run and maintain the official social media sites of its department of the University of Swat.
- 5.3. All constituent departments/administrators shall take strict measures to maintain the confidentiality of the social media account(s) and must not share details other than the administrator. A compromised account can adversely affect University of Swat reputation.
- 5.4. The nominated administrator shall post any material on social media after approval from the concerned Dean/ Director/ Principal/ Registrar/ Chairman/ Chairperson/In-Charge. Similarly, the students are also not allowed to post any official information without approval from the concerned Dean/ Director/ Principal/ Registrar/Chairman/Chairperson/In-Charge.
- 5.5. The administrators of all official accounts are allowed to post pictures, videos, etc. of all university events that contain images of students and employees. However, the administrators will not share any restricted-use photos.
- 5.6. Pictures/videos posted on University of Swat social media by the administrator shall be relevant to the university's mission and objectives or should be of any official program. Individual projection is prohibited as well as posting of any irrelevant posts/pictures, especially females, is not allowed and is liable to disciplinary action.
- 5.7. In case of any account hacking, the university officials (such as the concerned head of the department, Registrar, and IT department) should be informed immediately to take necessary action.

  
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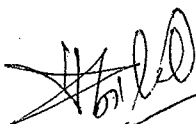
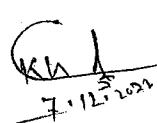
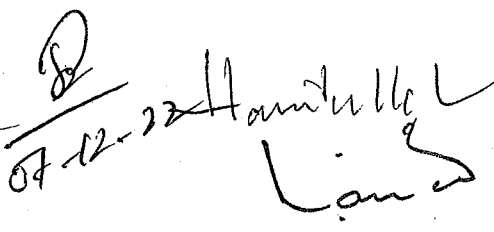
  
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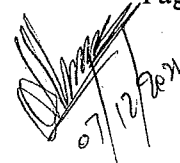
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- 5.8. The official administrator of social media pages and websites should never endorse or denounce or post any political, racial, or unethical post and should not use those account(s) for personal use or activity. In case of any violation, the concerned person may face strict/legal action as per the University of Swat policy regulations.
- 5.9. All social media sites of University of Swat and administrators must comply with this policy regulations and instructions made available thereafter.
- 5.10. The competent authority may change any administrator whenever deem necessary without any explanation.
- 5.11. If any employee no longer wishes to act as an administrator of any official social media site, he/she shall provide in writing the reason to the concerned Dean/Director/ Principal/Registrar. However, the final decision lies with the discretion of the competent authority.
- 5.12. The administrator if resigns/quits from the job, he/she shall provide the official account details to the concerned Dean/Director/Principal/Registrar. It is the responsibility of the Dean/Director/Principal/Registrar to immediately change the necessary information of the account including the password and recovery email/phone number.
- 5.13. Any legal action could be taken by the university against the administrator as per its policy regulations Discipline Policy regulations of the University or through CCW of FIA in case of any misconduct of this policy regulations or posting of false/fake information or providing wrong account information on leaving the job or using the University of Swat social media account(s) even after leaving the job from University of Swat.
- 5.14. Affidavit shall be obtained at the time of admissions from the students from next session regarding Policy and regulations on the use of Social Media for employees and students.

## 6. PUBLIC DISCLOSURE

- 6.1. After the approval of this policy regulations, all constituent department of University of Swat have to submit the names of the official social media accounts/platforms being run by them along with the name of the administrators to the Registrar Office. A list of all such official accounts/platforms may be made public through the university website.
- 6.2. Any dormant social media account(s) bearing the name of University of Swat or its constituent department should be removed from the relevant social network.


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6.3. It is the responsibility of the concerned Head of Department to keep updated the competent authority with any changes in the social media activities including the name of administrators.

7. **RESTRICTIONS**

7.1 After approval of this policy regulations, no new social media site/platform of any department/college/institute of University of Swat shall be created without prior permission of the competent authority.

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**Page 8 of 8**  
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GOVERNMENT OF PAKISTAN  
CABINET SECRETARIAT  
ESTABLISHMENT DIVISION  
\*\*\*\*\*

F. No. 14/04/2021-D-11

Islamabad, the 25<sup>th</sup> August, 2021

OFFICE MEMORANDUM

Subject: USE OF SOCIAL MEDIA BY GOVERNMENT SERVANTS

Kindly refer to this Division's Circular No. 1/20/1976-D-3 dated 23<sup>rd</sup> July, 2020 whereby detailed instructions under Government Servants (Conduct) Rules, 1964, governing participation of government servants in different media forums including social media platforms were issued for compliance.

2. Under the Rules *ibid*, no government servant can participate in any media platform except with the express permission of the Government. Rule 18 of the Rules *ibid* bars a government servant from sharing official information or document with a government servant unauthorized to receive it or a private person or press. Further, Rule 22 of the Rules *ibid* refrains a government servant from making any statement of fact or opinion which is capable of embarrassing the Government in any document published or in any communication made to the press or in any public utterance or television programme or radio broadcast delivered by him or her. Furthermore, Rules 21, 25, 25-A and 25-B of the Rules *ibid* bar a government servant from expressing views against ideology and integrity of Pakistan or any government policy or decision. Besides, they also bar a government servant from offering views on any media platform which may either harm the national security or friendly relations with foreign states; or offend public order, decency or morality; or amount to contempt of court or defamation or incitement to an offence; or, propagate sectarian creeds.

3. Despite the aforementioned instructions and the guiding legal frame-work, it has been observed that government servants often engage themselves with social media i.e. websites and applications that enable users to create and share contents or participate in social networking / virtual communities / online groups. They, while using different social media platforms including Facebook, Twitter, WhatsApp, Instagram, Microblogging etc. to air their views on a host of subjects, sometimes indulge in actions or behaviour that does not conform to the required standards of official conduct, as envisaged in the Rules *ibid*. Such actions range from unauthorized relaying of the official information to disseminating the wrong or misleading information to airing of political or sectarian views etc.

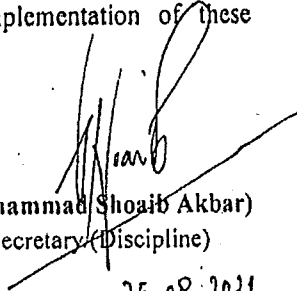
4. In view of the foregoing, it is expedient to issue the following instructions for governing use of social media platforms by government servants:-

- i. The same instructions as are applicable to government servants while speaking at public fora or publishing articles in print media, shall apply, mutatis mutandis, to the use of social media by them.
- ii. As provided in Rule 18 of the Rules *ibid*, they shall not indulge in unauthorized disclosure of the official information or sharing of the official documents they come across during the course of performing their duties, via social media.
- iii. In order to maintain their impartiality and objectivity in performance, they shall not partake in any discussion on social media or exchange or forward information or messages that express their opinion on political issues.
- iv. They shall not participate in furthering of any information especially pertaining to government matters that, *prima facie*, appears to be unauthentic and misleading.
- v. They shall not make any disparaging remarks aimed at any individual or group or sect or faith and shall uphold values guiding the Civil Service at all times. They are advised to observe discretion and moderation in use of the Social Media and uphold high standards of propriety.

5. It is, however, clarified that the instructions contained at para 4 are not intended to discourage any constructive and positive use of social media by a government organization for engaging with the public to solicit feedback on a government policy, suggestions for improvement in service delivery and resolution of their complaints. However, such an organization shall edit their social media platforms continuously or frequently to remove offensive, inappropriate and objectionable remarks.

6. All government servants are required to comply with the above instructions in letter and spirit. These may, therefore, be circulated to all government servants belonging to all the occupational cadres falling in the jurisdiction of the Federal Government. Violation of one or more of these instructions will tantamount to misconduct and shall invite disciplinary action against the delinquent government servant under Civil Servants (Efficiency and Discipline) Rules, 2020. Further, in case of a violation committed on a group platform, the 'Administrators' or the 'Admin', if they are serving government servants, shall also be liable to the disciplinary proceedings.


7. All Federal Secretaries / Additional Secretaries (Incharge) / Service or Cadre Administrators / Chief Secretaries are requested to ensure implementation of these instructions.

  
(Dr. Muhammad Shoaib Akbar)  
Joint Secretary (Discipline)

25.08.2021

Copy forwarded to:

- i. The President's Secretariat (Public), Islamabad.
- ii. The Prime Minister's Office, Islamabad.
- iii. Chairman, Cabinet Committee on Institutional Reforms.
- iv. All Secretaries/Additional: Secretaries (Incharge) of Federal Ministries / Divisions, Islamabad/Rawalpindi.
- v. The Chief Secretaries, Governments of the Punjab, Sindh, Khyber Pakhtunkhawa, Balochistan, Azad Jammu & Kashmir and Gilgit- Baltistan.
- vi. The Secretaries (Services), Services & General Administration Department, Government of the Punjab, Sindh, Khyber Pakhtunkhawa, Balochistan, Azad, Jammu & Kashmir and Gilgit- Baltistan.
- vii. The Chairman NAB, Islamabad.
- viii. The Secretary, Wafaqi Mohtasib (Ombudsman)'s Secretariat, Islamabad.
- ix. The Secretary, Federal Tax Ombudsman's Secretariat, Islamabad.
- x. The Auditor General of Pakistan, Islamabad.
- xi. The Accountant General of Pakistan Revenues, Islamabad.
- xii. The Secretary, Election Commission of Pakistan, Islamabad.
- xiii. Director General, Intelligence Bureau, Islamabad.
- xiv. DS (CP-V) with the request to publish it on the official website of the Establishment Division, Islamabad

  
(Tahreem Akbar)  
Section Officer D-II

Islamabad, the 23<sup>rd</sup> July, 2020

**SUBJECT:- INSTRUCTIONS UNDER GOVERNMENT SERVANTS (CONDUCT) RULES, 1964 REGARDING PROCEDURE FOR PARTICIPATING IN ELECTRONIC, PRINT AND SOCIAL MEDIA PLATFORMS**

Various instances have come to the notice of this Division that Government Servants participate in electronic, print and social media platforms to air their views on a variety of subjects. However, it has been observed that in many such instances, procedural requirements under the Government Servants (Conduct) Rules, 1964 are either not complied with in letter and spirit, or in many cases, totally ignored.

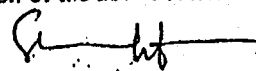
2. Under the Government Servants (Conduct) Rules, 1964, no government servant can participate in any media platforms, *except with the express permission of the Government.* Rules 20, 21, 22, 25, 25-A, 25-B of the Government Servants (Conduct) Rules, 1964 bar government servants from expressing views against policy or ideology of Pakistan, which may harm the security of Pakistan or friendly relations with foreign states, offend public order, decency or morality, or amount to contempt of court, defamation or incitement to an offence, besides propagation of sectarian creeds, and also places a bar on government servants from taking part in any public demonstration directed against a government decision or policy.

3. Attention is also invited to Rule 22 of the Rules Ibid which bars a government servant from making any statement of fact or opinion which is capable of embarrassing the Government in any document published or in any communication made to the press or in any public utterance or television programme or in any radio broadcast delivered by him. Also, Rule 18 bars the government servant from communicating any official document or information to a Government servant unauthorized to receive it or to a non-official person or to the press.

PTO

4. The above provisions of the Government Servants (Conduct) Rules, 1964 need to be complied with in letter and spirit. These may, therefore, be circulated to all government servants belonging to all the occupational cadres falling under the Federal Government jurisdiction. Any violation of these instructions will tantamount to misconduct, and is liable to be proceeded against under the Government Servants (Efficiency and Discipline) Rules, 1973.

5. All Federal Secretaries/ Additional Secretaries (Incharge) / Service & Cadre Administrators / Chief Secretaries are requested to ensure implementation of the above rules.



(Salman Mufti)  
Joint Secretary (D)  
Phone: 9209215

1. The President's Secretariat (Public), Islamabad.
2. The Prime Minister's Office, Islamabad.
3. All Secretaries/Additional Secretaries (Incharge) of Federal Ministries/Divisions. Islamabad/Rawalpindi.
4. The Chief Secretaries, Government of the Punjab, Sindh, Khyber Pakhtunkhawa. Balochistan, Azad, Jammu & Kashmir and Gilgit- Baltistan.
5. The Secretaries (Services), Services & General Administration Department. Government of the Punjab, Sindh, Khyber Pakhtunkhawa, Balochistan. Azad. Jammu & Kashmir and Gilgit- Baltistan.
6. The Chairman NAB, Islamabad.
7. The Secretary, Wafaqi Mohtasib (Ombudsman)'s Secretariat, Islamabad.
8. The Secretary, Federal Tax Ombudsman's Secretariat, Islamabad.
9. The Auditor General of Pakistan, Islamabad.
10. The Accountant General of Pakistan Revenues, Islamabad.
11. The Secretary, Election Commission of Pakistan, Islamabad.
12. Director General, Intelligence Bureau, Islamabad.
13. DS (CP-V) with the request to publish it on the official website of the Establishment Division, Islamabad