

SOCIAL MEDIA POLICY AND GUIDELINES FOR STUDENTS

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1. PURPOSE AND SCOPE OF THE POLICY

The purpose of this policy is to protect the British University Vietnam's ("BUV" or "the University") students, faculty, staff, reputation and values while supporting the effective use of social media.

This policy applies to all BUV's students who are currently enrolled in any courses at British University Vietnam.

Failure to comply with this social media policy might result in disciplinary actions, sanctions such as suspension of the BUV official accounts, suspension of the students who violates or ultimately expulsion.

2. DEFINITION

2.1. Social media: Any online interactive tool which allows people to have conversations, share information and create web content. There are many forms of social media, including blogs, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, virtual worlds, and more. Social media sites include, but not limited to, Facebook, Twitter, Instagram, LinkedIn and YouTube.

2.2. Account owner: The person who, in the course of their university enrolment, or a school, unit, department, club, society, project or similar creates a social media account and/or publishes, monitors, maintains and appropriately archives content.

2.3. British University Vietnam's Official accounts (BUV Official accounts): any account representing the University, a BUV student club, student association, project, organization, a department/faculty/team/service, or business unit in an official corporate context.

2.4. Social media staff: staff of the University's Marketing and Communications Department. Student Experience Department's social media and student communications officer also plays a role as an advisor to students where relevant and appropriate concerning student clubs, associations, projects' social media matters.

2.5. Confidential information: All information that provided to group of staff, students or parents by the University are classified as Internal Use Only and information that provided to individual staff, student or parent by the University are classified as confidential information. Both Internal Use Only and Confidential information are not allowed to be shared to third party. Confidential information includes but not limited to:

- Any information that enables third party to identify student(s), such as name, DOB, cohort, HAN number, description of person unique presence, disability.
- Academic performance of individual student, group of students or cohort.

- Medical or mental report of individual student or group of students
- Social affair, emotional affair, disability and other information that may lead to discrimination
- Information about the University's plan, strategy, agreements with stakeholders and any other information that are not published on the University's website or official account.

3. GENERAL GUIDELINES FOR USING SOCIAL MEDIA

3.1. Students are required to adhere to British University Vietnam policies, such as Intellectual Property Policy, Confidentiality Undertaking, Labour Policy, and BUV's other policies from time to time, as well as responsible to:

- i. **Maintain the confidentiality of proprietary or protected information.** Do not disclose, post or share proprietary British University Vietnam information, data, or communications. This includes, but is not limited to intellectual property, operating plans, vendor communications, financial data, internal presentations and correspondence and the confidential information.
- ii. **Avoid abusing or disclosing confidential information** as mentioned in 2.5 through any mean of communication on social media.
- iii. **Strictly follow guidelines when use BUV's identity, such as name, color, and emblems**, obtain written permission of BUV Marketing and Communications Department through communications and confirmation with Student Experience Department. British University Vietnam is a registered trademark and the exclusive intellectual property of the University. British University Vietnam name, logo or any other University images or iconography may not be on personal, organizational or departmental sites in a way that promotes information irrelevant with the University. Do not edit or modify logos. Brand guidelines for University logos must be followed at all times. [Click here \(hyperlink for Brand guideline\)](#) for more information about using University logos. Any questions from students related to usage should be directed to Student Experience Department for advice and guidelines on behalf of Marketing and Communications Department
- iv. **Not abuse social media to discriminate, bully or harass any individual**, whether they belong to BUV community or not. For example, by using social media to bully an individual or making offensive or derogatory comments relating to sex, race, gender, reassignment, race, nationality, religion or belief, disability, sexual orientation, age or aggressively judging others' actions, behaviours, threatening in any forms of words and non-verbal communications.
- v. **Not bring the University into disrepute**, for example by criticising or arguing with other students, students' parents, BUV staff, external stakeholders or competitors.

- vi. Avoid engaging in activities that could raise actual or apparent conflicts of interest and conflicts of commitment on social networks.** Those activities include, among others, using university resources or property for personal gain (e.g., using university social media profiles to enhance or endorse personal communications or personal social media profiles); using confidential or privileged information acquired in connection with the university-supported activities for personal gain (e.g., sharing nonpublic information through a university or personal social media profile).
- vii. Comply with intellectual property rights and laws.** Use of third-party copyrighted or trademarked material or use of a person's likeness without permission in digital content may be illegal and may expose British University Vietnam to significant financial liability and reputational risk. Account owners are responsible for obtaining the necessary clearance for its use of intellectual property rights (e.g. music and photos) and a person's likeness in connection+ with their communications activities. Account owners are also responsible for bearing all costs associated with such rights clearances, including any costs that may arise if it fails to obtain the necessary clearance (e.g. legal and settlement costs). Find more legal regulations in Section 6: Social media and the law of this policy or contact the Legal Department for guidance.
- viii. Use good judgment.** Your actions and statements have the ability not only to affect yourself, but also others at British University Vietnam and the University as a whole. Please bear in mind that posts on social media may be replicated quickly, be taken out of context, and will remain public for an indeterminate amount of time.
- ix. Minimize security risks to social media accounts and profiles that have the ability to affect BUV's reputation.** A compromised account can adversely affect the University's reputation. You should: (1) use strong, randomized passwords in concert with an enterprise password management tool that provides granular control over access to such passwords; (2) limit direct access to these social profiles through a social media content management system with full audit trail capability; (3) activate multi-factor authentication for all accounts where it is available; (4) regularly monitor social media accounts—especially when they are not used frequently. Finally, you should also maintain a plan for recovering social media accounts in the event they are compromised. If you suspect your official club and society's account has been compromised, please notify Student Experience Department immediately.
- x. Limit the personal information you post on social media.** Remember that it is often possible to link your individual social media accounts and so build up a wider picture of your social media footprint. So as well as considering how much personal information you publish on any single site, consider how much personal information you have published across all sites.

Be aware of location services accidentally giving away personal information. Some social media platforms include your location with every new post. Posting from a mobile phone, in particular may include a precise GPS location.

Avoid allowing social media apps access to your contacts list or address book

- xi. Watch out for fraud.** Use the same caution when clicking links or opening documents from social media that you would for emails - social media is increasingly being targeted by phishers and other fraudsters. Beware of attempts to hijack your social media credentials. Never log onto a social media account if prompted to after clicking a link in an email

3.2. Emergency Communications. All crisis and/or emergency communications will be generated by the University crisis communication team, and will be posted on the main British University Vietnam social account. School, departmental or similar social media sites may never independently post emergency information without central coordination with the University crisis communication team.

4. USING BUV OFFICIAL ACCOUNTS

Throughout your journey at BUV, student may also have chance to use the BUV Official accounts. In such case, students need to maintain compliance to all terms mentioned in **Section 3** above as well as the followings:

4.1. Creation of a BUV Official account: Student clubs and societies or student projects.

Do not create or develop social media accounts, profiles or initiatives bearing British University Vietnam's name without prior approval from the Student Experience Department.

- Social media accounts created by students with British University Vietnam name are the sole property of the University.
- All content contains the use of BUV name, logos, colors must follow the University's Brand Guidelines.
- BUV Official accounts are prohibited from: Posting content that violates laws and regulations; Posting or commenting anything related to legal matters, ongoing investigations or litigation; Using the University brand or name to endorse any view, product, private business, cause or political candidate; Representing personal opinions as University-endorsed views or policies.

Remember that you are representing British University Vietnam. All of your posts, comments and actions on social networks have the ability to affect the reputation of the University as well as other individuals affiliated with British University Vietnam.

Be accurate. Make sure that your posts are accurate and factual. It's better to verify information with a source first than to have to post a correction or retraction later. If you make an error, correct it quickly and visibly. Spelling and grammar are extremely important when representing British University Vietnam; ensure that you double check everything you post.

Visual content. Photographs should be high quality and sized appropriately for posting online. Photos from cell phones and tablets can be of acceptable quality as long as they are not blurry or pixelated. Photos should not have logos from other competitor institutions. If contacted and asked to remove a photo by an individual for any reason, the photo should be removed promptly.

Photos. If you use photo taken in an event, make sure that all participants of the event are informed and agree that the host of the event may take photo of them and use those photos on official social media channels.

Students should promptly bring to the attention of Student Experience Department any content that is posted within a comment or response to a University post that would be considered offensive, illegal, discriminatory, libelous, or violate a University policy.

Student Experience Department reserve the right to review and remove inappropriate content.

4.2. Accept and Monitor Comments and Replies. Understand that not all comments and replies will be positive and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Regularly monitor and respond to comments and remove any inappropriate comments that expose the private data of others, are factually erroneous/libelous, are off-topic, are threatening or abusive, or are obscene or advertising for products or services not associated with British University Vietnam.

Moderate comments judiciously. Do not delete comments simply because you disagree with the commenter's point of view or because the commenter has reacted negatively.

If you encounter threatening comments on a post, please contact Student Experience Department

4.3. Handle a crisis.

An everyday negative review isn't a crisis but it's vital to recognize a problem before it escalates too far. Raise your red flags and kickstart crisis measures. Pause all scheduled post and notify Student Experience Department immediately.

Be aware that there are many social media risks. Accounts can be hacked, taken over, frozen, or deleted.

Contact Student Experience Department and the ICT team immediately.

4.4. Ban or block users.

If a user is causing nothing but trouble, you should ban or block them. If the commenter continues to be aggressive, uses expletives or uses racial or cultural slurs, banning or blocking is an appropriate course of action.

4.5. Delete an official social media account.

Student Experience Department reserve the right to review and propose to delete an account if it damages the brand and reputation of the University or is not in use and managed regularly by the account owners (student clubs, societies, projects, associations...) with the institution's priorities.

4.6. Avoid expressing or engaging in political topics and activities.

When engaging on social media on British University Vietnam's behalf, students do not express political opinions or engage in political activities. Your political opinions can only be expressed in your individual capacity on your own social media accounts and, even then, avoid the appearance that you are speaking or acting for the university in political matters.

5. USING PERSONAL SOCIAL MEDIA ACCOUNTS

5.1. As a BUV students your activity on social media is likely to be associated with the University, regardless of whether you are acting in a professional or personal capacity, and whether you are using an official University social media account or a personal one. Even when you are personally engaging on social media, a British University Vietnam affiliation on your profile has the ability to affect the University as a whole. If you identify your affiliation with British University Vietnam in your profile or comments, other users will naturally associate you with the University.

If you choose to manage single accounts for both professional and personal usage, then be sure to review and follow all policies of the University to ensure proper utilization.

5.2. Disclaimer. Where your personal social media account indicates your association with the University, consider including a disclaimer profile that indicates your views do not constitute official statements on behalf of the University, such as "The views I express here are my own and not the views of British University Vietnam."

When using a personal account in a professional capacity it is important to make it clear that you are acting on behalf of yourself and not the University. In particular:

Do not use account names that suggest the account is an official British University Vietnam account.

Do not use British University Vietnam logo without official authorization.

5.3. You are responsible for what you post on your personal social media accounts.

Consequently, British University Vietnam will not be liable for any liability that results from postings from personal social media.

6. SOCIAL MEDIA AND THE LAW

From time to time, latest effective regulations shall be applied and the following list of applicable legal documents are not exhaustive:

6.1. Decree No. 72/2013/ND-CP, on management, supply and use of internet services and network information. The Decree prohibits use of Internet services and online information to oppose the Socialist Republic of Vietnam; threaten the national security, social order, and safety; sabotage the “national fraternity”; arouse animosity among races and religions; or contradict national traditions, among other acts.

6.2. Decree 15/2020/ND-CP stipulates penalties for administrative violations in the fields of postal services, telecommunications, radio frequency, information technology and electronic transactions. It provides clearer regulations on social network users’ responsibility compared to Decree 174/2013/ND-CP promulgated in 2013.

6.3. Law on Intellectual Property No. 50/2005/QH11 (and its guiding/amended/replaced legal documents may take effect from time to time) (“IP Law”), except for the cases as stipulated in Article 25 of the IP Law.

6.4. Law on Cyber Security No. 24/2018/QH14 (and its guiding/amended/replaced legal documents may take effect from time to time).