



## SOCIAL MEDIA POLICY

Agni College of Technology acknowledges the positive role of social media in enhancing personal and professional growth, student engagement, and effective communication. At the same time, inappropriate use of social media can pose risks to individuals and the institution. This policy is designed to promote responsible, ethical, and respectful use of social media by students, thereby protecting individual reputations, maintaining the College's image, and fostering a healthy online environment.

### Scope

This policy applies to all students of Agni College of Technology, irrespective of their program, year of study, or purpose of social media use. It covers interactions on all social media platforms, including but not limited to Facebook, Instagram, WhatsApp, Twitter (X), TikTok, Snapchat, YouTube, blogs, and forums.

### General Principles

#### Respectful Conduct:

All online interactions must reflect respect, integrity, and honesty. Students are expected to follow the College's Code of Conduct while engaging on social media platforms.

#### Protection of College Reputation:

Students must refrain from posting content that could damage the reputation of the College, its faculty, staff, or fellow students. This includes sharing sensitive, confidential, or defamatory information.

#### Privacy Awareness:

Students should exercise caution when sharing personal information or information related to others. Respecting the privacy of peers, faculty, and staff is essential.

#### Copyright and Intellectual Property:

Students must respect copyright laws and intellectual property rights. Content should not be shared without proper authorization or ownership.

#### Authenticity:

Misrepresentation or impersonation on social media is not permitted. Students must ensure their online interactions are truthful and accurate.

### **Responsible Posting:**

Students are encouraged to think carefully before posting or sharing content. Online content can have long-term consequences and may be difficult to remove once published.

### **Prohibited Activities**

#### **Cyberbullying and Harassment:**

Any form of online bullying, harassment, or intimidation is strictly prohibited. This includes:

- Threatening or intimidating individuals
- Using another person's login credentials to send inappropriate messages or images
- Creating fake profiles to impersonate others
- Developing websites or pages intended to embarrass, threaten, or socially isolate individuals
- Sharing offensive photos, videos, or messages
- Spreading rumors or posting false information about others

#### **Discrimination and Hate Speech:**

Content that promotes discrimination, hatred, or hostility against individuals or groups based on race, ethnicity, religion, gender, sexual orientation, or any other protected characteristic is strictly prohibited.

#### **Inappropriate Content:**

Posting or sharing content that is sexually explicit, violent, offensive, or illegal is not permitted.

#### **Academic Misconduct:**

Sharing confidential academic materials or engaging in cheating or unethical academic practices through social media is strictly prohibited.

#### **Misuse of College Identity:**

Unauthorized use of the College's name, logo, or official social media accounts is not allowed.

### **Reporting Misuse**

Students who experience or witness misuse of social media are encouraged to report the incident promptly to their Class Advisor or Head of the Department (HOD). Reports may also be made through the College's grievance redressal system or directly to the Office of Student Affairs.

## **Consequences of Violations**

Any violation of this policy may result in disciplinary action, ranging from warnings and counseling to suspension or expulsion, depending on the seriousness of the offense and the student's disciplinary history.

## **Support and Awareness**

The College is committed to supporting students in navigating the digital environment responsibly. Regular seminars and workshops will be conducted on ethical social media use, digital citizenship, online safety, and privacy awareness.

This policy will be reviewed periodically to accommodate technological advancements and evolving best practices. Students are reminded that their online behaviour reflects not only on themselves but also on the College community. Responsible and thoughtful use of social media is expected at all times.

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