

Guidelines for Using Social Media for IBA Student Government (ISG), Societies and Clubs

These guidelines should be read in conjunction with the general social media guidelines for the students. The additional guidelines stated below cover the enhanced standard of responsibilities for the IBA Student Government, Societies and Clubs along with details of certain processes, wherever required.

Below stated guidelines refer certain abbreviations which are elaborated for the sake of clarity and understanding:

- **ISG** refers to IBA Student Government (ISG) is the governing body of students under Student Affairs that is designed to enhance the quality of student life, support curricular, cocurricular and service activities, and contribute to the Institute's educational mission and looking after the affairs as mentioned in the IBA Student Handbook 2022.
- **OSA** refers to the Office of Student Affairs, focal body/unit of IBA playing an integral part in community engagement, talent and skill development, and student leadership development. It provides students with opportunities to extend their passions, talents, and competencies beyond academia by participating in curricular, cocurricular, and service-oriented activities. The Office proactively responds and is adaptable to student centric needs, and evolving trends and priorities. It is also committed to fostering a culture of inclusion, mutual respect, and tolerance with respect to diversity. It plays a pivotal role in promoting a safe, welcoming, and inclusive environment and campus life for students, and especially for those who may have disabilities or special needs – OSA's job is to support students' individual and group needs and to endorse the value of a diverse society.
- **Social Media Team** refers to the designated focal persons handling social media platforms of the IBA Student Government (ISG), Societies and Clubs.
- **IRC** refers to the International Resource Center (IRC) facilitates students in extending their learning by complementing their academic experience with international exposure. The IRC team coordinates and collaborates with top international universities and assists students who are looking for financial assistance and scholarships.

Guidelines:

1. No personal opinions of the members of the society should be reflected on the official IBA ISG, Societies and Clubs socials.
2. Societies/Clubs must have their official Facebook page and Instagram account. They can have their presence on other social media platforms depending upon their requirement.
3. IBA Societies and Clubs update their official logo as a profile picture only on their official page and accounts and not on any personal account.
4. Cover photographs should be consistent on all social media platforms.

5. Photographs and videos of the participants should not be uploaded on their pages without the consent of the participants.
6. The OSA holds the right to reshare/post the updates of IBA ISG, Societies and Clubs on its official socials.
7. The OSA respects the right of students to express their opinion but in doing so the sentiments of other people should be considered while commenting online on socials otherwise it may entail legal, reputational and/or ethical implications.
8. The OSA holds the right to get any post/update removed from the ISG, IBA Societies and Clubs official socials if the post is factually wrong and does not meet the criteria of IBA Code of Conduct.
9. If something is posted online, it's there forever. So, if any post is updated considering it is anonymous, it wouldn't be. Therefore, refrain from posting anything which is not based on facts.
10. The OSA also reserves the right to refer social media activity to the applicable social media platform and/or appropriate authorities for appropriate action as may be prescribed under applicable law.
11. Intellectual property rights should be respected while updating social media update. Credit should be given to the owner of the content in order to avoid breach of copyrights and permission is required to be sought where the circumstances warrant so.
12. Once the tenure of the ISG/IBA society/club is completed the socials should be handed over to ISG which would be handed over to the next team in due course.
13. The OSA must have access to all ISG/IBA society/clubs socials as a silent observer. The admin from OSA wouldn't interfere in the activities of the ISG/IBA society/clubs socials.
14. For any ISG/IBA society/clubs socials, the social media icon and/or profile image must comply with any applicable and approved IBA branding standards. The social media icon and/or profile image can be a photograph related to the ISG/IBA society/club, an **approved** logo for that particular ISG/IBA society/club, or another appropriately branded image.
15. The designated social media team of the ISG/IBA society/club cannot delete the posted updates on their socials unless they are factually wrong or violating IBA Code of Conduct. In case of any update of the event (postponed, change of venue/date, speaker) the update would be incorporated in the original post and the original post will not be deleted. If the post cannot be edited, then its link would be incorporated in the new post to indicate the changes.
16. Social media handling team of ISG/IBA society/club should not be engaged in personal activity under the guise of any official ISG/IBA society/club's social.
17. Social media teams are encouraged to link to source material whenever possible. This activity will reduce the spread of misinformation and drive traffic.
18. Social media teams should adhere to the policies for the social media platforms in which they are participating. These policies are constantly changing, and it is the team's duty to stay up to date.

19. Social media team of the ISG/IBA society/club must be active on the official socials of the ISG/IBA society/club. Keep populating socials with pre-event, happening now and post-event updates.
20. Students need to cover pre-event, during event and post event coverage in the form of posts, video reels and stories. Make sure to tag OSA on socials.
21. Mention OSA in captions and tag OSA's socials in the media (video and photographs) if need be.
22. Incorporate hashtags in the posts. Create hashtags of the events and include #OSA #IBASStudentAffairs #IBAKarachi #(society/club's name)
23. While sharing the videos with OSA for posting it on our socials, make sure the size of the video is appropriate for that platform so it can be posted easily.
24. Share with OSA the video, photos and on-liner (a brief description) in case the OSA uploads the update on OSA's socials. Timely share the updates with the OSA.
25. Engage the marketing team (nominate 1-3 team members from the IBA ISG, Societies and Clubs) to actively cover the event.
26. Pre event, during event and post event updates need to be posted timely on the socials.
27. Share the marketing team contact details with OSA so they can be connected with the OSA via a separate Social Media WhatsApp group/email.
28. Sponsors posts wouldn't be shared through OSA/IRC's socials.
29. Keep all socials (Facebook, Instagram, or any other platform) active.
30. Make sure to follow IBA Code of Conduct before posting content on socials. If not considered, then the same content can be used for disciplinary action in accordance with the IBA Policy.
31. Connect Instagram with its official Facebook page.
32. If the OSA doesn't get the content on time, then it holds the right not to share the update on its socials.
33. If two societies/clubs are collaborating, then post content as branded content on Instagram.
34. OSA may share 1-3 stories of the mega events whereas 1 story of the small event. OSA also holds the right to not post any update of the event considering its own policy. However, IBA Student Government (ISG), Societies and Clubs can post as many stories and updates on their socials as much they want while complying with IBA Code of Conduct, Standards, Guidelines and Policies.
35. Instead of posting grievances online against any action of the IBA/ concerned authorities, write email to the concerned authorities so your voice can be heard through proper channel.

36. Obey the terms of use for your social media platform. These rules are constantly changing so it is your duty to stay up to date. Here are links to policies for some of the more popular platforms:

- **Facebook:** <https://www.facebook.com/terms.php>
- **Twitter:** <https://twitter.com/en/tos>
- **Instagram:** https://help.instagram.com/581066165581870/?locale=en_US
- **Snapchat:** <https://snap.com/en-US/terms>
- **LinkedIn:** <https://www.linkedin.com/legal/user-agreement>
- **YouTube:** <https://www.youtube.com/static?gl=US&template=terms>
- **Flickr:** <https://www.flickr.com/help/guidelines/>
- **Pinterest:** <https://policy.pinterest.com/en/terms-of-service>