

Guidelines for Social Media Engagement for IBA Students

The following Code of Conduct has been compiled to serve as a guideline for the students in their conduct on social media (individually or in a group) that may be related and/or linked to IBA Karachi.

1. Students should be honest about their identity. They must participate only under their own name and should take extra care in safeguarding their personal information.
2. Students should be respectable and courteous while communicating or posting anything on social media.
3. Students are expected to be cognizant of rules and regulations by relevant government bodies regarding posting on social media and especially understand as to what can be considered as an offence under the law.
4. Students are expected to be cognizant of the fact that misuse of social media may entail reputational, legal and ethical implications. Inappropriate content observed by third parties/prospective employers may impact perception of the student and the institute and undermine future employment prospects of the student and reputation of the Institute.
5. Opinions and debates related to political, social and religious issues must not be expressed on behalf of IBA or any organizational unit within IBA (like department, office, club, or society, etc.).
6. IBA will not accept any form of bullying, cyberbullying, or harassment by any student. Wherever such an action involves IBA, appropriate action will be taken by the administration. In cases where IBA is not involved, it will ensure necessary action as may be required under law and cooperate with the relevant competent authority as may be designated under law, for the purpose.
7. Making public statements, or any communication with media on behalf of the Institution or making a public/media comment on the internal affairs of the Institution is not allowed. Additionally, confidential institution information or details cannot be shared on social media or any other media platform. Strict disciplinary action will be taken in such cases.
8. Following are a few examples of such actions that can lead to action by IBA or by government bodies. The following list is indicative and not exhaustive but should help students understand the nature of offences:
 - a. Sending mean, threatening, or harassing messages to another individual or group through texts, e-mail, web pages or instant messaging.
 - b. Spreading misinformation, lies and rumors about an individual through the internet or text messages.

- c. Posting comments/photos etc. and deliberately mocking an individual with the intent to harass or humiliate them or defamatory content targeting IBA or its related institutional unit(s)
 - d. Posting images that are discriminatory/offensive or links to such content.
 - e. Posting images or content to bring disrepute to the Institution or that carry a potential of bringing disrepute which includes; misuse of IBA's intellectual property rights or proprietary rights in any manner, breaching confidentiality i.e. revealing confidential information owned by IBA and breaching code of conduct of IBA.
9. IBA has the right to request the removal of content from an official social media account and from a personal account if it is deemed that the account or its submissions/contents pose a risk to the reputation of the Institute or to that of its members.
10. In case if any misconduct is reported against any student, Dean Student Affairs (DSA) or delegated official by DSA will be authorized to take action and initiate the following steps:
- a. Investigate whether the misconduct is related to or involves IBA in any way.
 - b. In the course of such an investigation, DSA or an official delegated by DSA will gather evidence from social media him/herself. Evidence submitted by the complainant may not be considered as final, and independent evidence will be gathered using the respective platform.
 - c. Ensure disciplinary action process as per IBA Policy.
 - d. May take no further action or may only offer counseling to the involved parties if the reported misconduct/complaint requires so, in the discretion of the investigating authority.
11. Students are advised to seek guidance from the Marketing and Communications of IBA for clarity with respect to these guidelines on usage of social media or clarity for content intended to be posted on social media or seek permission wherever required as per circumstances of the case or in line with relevant IBA Policy.
12. These guidelines may undergo amendments from time to time as may be required at the discretion of IBA management.