

SOCIAL MEDIA POLICY AND BEST PRACTICES FOR STAFF

The Policy covers:

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SECTION 1: PURPOSE AND SCOPE OF THE POLICY

1.1. The purpose of this policy is to protect the University's students, staff, reputation, and values while supporting the effective use of social media to benefit the work of the University.

1.2. This policy applies to all staff, including individuals who have a contract with the University, temporary workers, agency staff, and individuals engaged with the University on a self-employed contract basis.

SECTION 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.

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

2.3. Social media provider: The website supplying the social media service including, but not limited to, Facebook, Twitter, Instagram, LinkedIn and YouTube.

2.4. Official accounts: An official British University Vietnam social media account is defined as any account representing the University, a department/faculty/team/service, or business unit in an official corporate context.

2.5. Social media staff: Members of the Social media staff are from the University Marketing and Communications Department. The purpose of these staff is to help British University Vietnam and its staff succeed in using social media outlets.

2.6. Confidential information: Included but not limited to all information stated in the documents provided by either party of this Agreement, strategies and plans of investment and business, business ideas, business insights, proprietary, developmental, marketing, operating, performance, cost, process, surveys and results, know-how, designs, images, trademarks, copyrights and intellectual property, operating plans, vendor communications, financial data, internal presentations and correspondence, list of partners, students and staff and their information, computer, software programmes, data and know-how to the extent disclosed to the recipient.

SECTION 3: GENERAL PRINCIPLES FOR ALL TYPE OF ENGAGEMENT ON SOCIAL MEDIA

3.1. Adhere to British University Vietnam policies, such as Intellectual Property Policy, Confidentiality Undertaking, Labour Policy, and BUV's other policies from time to time

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.

Do not use or disclose personally identifiable information examples of such information include, but are not limited to, protected health information, student records, partner information, employee information, home addresses and other personal contact information.

3.2. Use of British University Vietnam name and logo: Do **not** use British University Vietnam’s identity, such as name, color, and emblems, except as permitted by the Marketing and Communications Department.

British University Vietnam – BUV 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 related to usage should be directed to the Marketing and Communication Departments.

3.3. Do not to do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by using social media to bully an individual or making offensive or derogatory comments relating to sex, race, gender, gender, reassignment, race, nationality, religion or belief, disability, sexual orientation, or age.

3.4. Do not to bring the University into disrepute, for example by criticising or arguing with students, students’ parents, colleagues, external stakeholders or competitors.

3.5. 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).

3.6. Do not make a personal recommendation or endorsement of an individual or company or commercial partner that may suggest the University’s support for the recommendation or endorsement. This includes a prohibition on ad placement for partners, partner content marketing or “advertorials”. Do not post a review or comment about commercial partners’ product or service that they provide for the University.

3.7. Be respectful of 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 7: Social media and the law** of this policy or contact the Legal Department for guidance.

3.8. When engaging on social media on British University Vietnam’s behalf, 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.

3.9. 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.

3.10. Minimize security risks to social media accounts and profiles that have the ability to affect British University Vietnam'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 account has been compromised, please notify the Marketing and Communications Department and the Legal Department immediately.

3.11. 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.

SECTION 4: OFFICIAL UNIVERSITY SOCIAL MEDIA ACCOUNTS

All policies included in section three, above, plus:

4.1. Creation of an official account: Do **not** create or develop social media accounts, profiles or initiatives bearing British University Vietnam's name (without also designating a school, unit, department, or similar) without prior approval from the University's Vice Chancellor.

If you wish to set-up a new official University social media account, you should in the first instance discuss with the Marketing and Communications Department before submitting your Social Media Account Registration Form. Final approval for the creation of new official University social media accounts must be given by the University's Vice Chancellor.

In evaluating any request of this type, the University's Vice Chancellor will consult with the Head of Marketing and Communications Department.

All the University official social media accounts must be included in the social media directory.

Social media accounts created on behalf of British University Vietnam are the sole property of the University.

4.2. Email account to establish a University-related social media account. All social media accounts created on behalf of the University must be linked to a department's administrative email account or an

employee's British University Vietnam e-mail account. An employee may never use a personal email account to establish a University-related social media account.

More than one University employee must have administrative access to the account. Administrative access will be terminated upon the employee's separation from employment, reassignment to another job or for disciplinary reasons.

Do not share your login details and passwords with anyone other than your supervisor, except as required or authorized by this policy. Supervisors are required to reset the account profile (including email account used to establish the account) and password promptly upon the separation of an employee, student, or contractor using such account. Utilize strong passwords for the account.

If a University department, school, institute or centre account is linked to an individual person, that person relinquishes all rights to the account, unless they work with the Marketing and Communications Department to transfer ownership of the account.

Any employee account user who makes an unauthorized change to the email account address and/or password associated with any official social media account is subject to discipline, up to and including termination.

4.3. The following criteria applies to any content posted to an official social media account of British University Vietnam

All content must follow the University's Brand Guidelines.

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. Photos of nonenrolled minors should not be posted without written parent or guardian consent. If contacted and asked to remove a photo by an individual for any reason, the photo should be removed promptly.

If you intend to publish a student photo on the site, in which the student can be recognized, then a signed photo release form or waiver form from the student is needed.

When posting non-student photos, it is recommended that you obtain written permission. This written permission can be accomplished in an e-mail or with the photo release form.

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.

Employees and/or account owners should promptly bring to the attention of the Head of Marketing and Communications Department (or designee) 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.

The University Marketing and Communications team reserve the right to review and remove inappropriate content.

Contact the Marketing and Communications Department with questions.

4.4. 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 the University Marketing and Communications Department or the Legal Department.

4.5. 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 the University Marketing and Communications Department immediately.

Be aware that there are many social media risks. Accounts can be hacked, taken over, frozen, or deleted. Contact the Marketing and Communications Department and the ICT team immediately.

4.6. 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.

4.7. Promotions of the account. Any promotional activity including paid advertising of official social media accounts of the University must be conducted by the Marketing and Communications Department. The cost for these promotional activities should be borne by account owners.

4.8. Delete an official social media account.

Do not maintain dormant social media accounts bearing British University Vietnam name. If you have created a social media account that bears the University name or marks, but that account is not used in

regular and direct support of institutional priorities, you should take steps to have the account removed from the relevant social network.

The University Marketing and Communications team reserve the right to review and propose to delete an account if it damages the brand and reputation of the University.

If you want to delete an account, discuss with the Marketing and Communications team and submit your Social Media Account Removal Request Form. The final decision will be given by the University's Vice Chancellor.

4.9. Steps to set up an official social media account

4.9.1 Define your goals and scope of the account.

- Who is the audience?
- What is the purpose of creating the account?
- What content can you create?
- Plan content for at least 3 months. Remember you can add content anytime throughout the month.
- Account owners are required to set up approval process within department for posting content on the account.
- Can you devote at least an hour per day creating content and managing the account?
- What will the name be?

4.9.2 Set up a meeting with the Marketing and Communications Department to discuss your goals and the best social media networks to use.

4.9.3 Fill out the Social Media Account Registration Form with account login information as a backup.

The Marketing and Communications Department will not manage the account, but is simply a backup if login information is forgotten or in the event of an emergency. Anytime you change the login information you should update the Marketing and Communications team.

Accounts can only be registered to faculty and staff members and must use their British University Vietnam email addresses.

4.9.4 Email marketing@buv.edu.vn for help designing a profile photo and any cover photos or background artwork for the account.

4.9.5 Register for the account and start posting content.

4.10 Get supports from Social media staff. Anytime you have difficulties managing the account, seek for support from the Marketing and Communications team. Contact marketing@buv.edu.vn for help and more information.

SECTION 5: USING PERSONAL SOCIAL MEDIA ACCOUNTS

5.1. As a member of staff 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 authorisation.

5.3. You are responsible for what you post on your personal social media accounts. Unless your job duties entail the use of your personal media accounts on behalf of the University and such use is explicitly authorized in writing by a school dean or department head, an employee’s personal use of social media shall be deemed not in furtherance of their employment responsibilities on behalf of British University Vietnam, and any postings from personal accounts shall not be considered a direct consequence of the discharge of his/her/their duties. Consequently, British University Vietnam will not be liable for and will not indemnify an employee for any liability that results from postings from personal social media accounts.

SECTION 6: ONLINE SAFETY PRACTICES

To protect yourself online, follow these key guidelines:

6.1. 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.

6.2. 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.

For more advice on keeping safe online, talk with the Marketing and Communications Department.

SECTION 7: SOCIAL MEDIA AND THE LAW

Legislation relating to social media use include the following:

7.1. 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.

7.2. 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.

7.3. 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.

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

SECTION 8: GETTING HELP

If you need assistance on a matter related to social media, you have two starting points:

For general questions related to social media at British University Vietnam, please contact the Marketing and Communications Department.

For legislation relating to social media, please seek advice from the Legal Department.

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