



# Policy on the use of social media channels

The United Arab Emirates University has launched official accounts on social networking sites in order to implement an important strategic goal: that is to achieve effective internal and external communication. This requires formulating a policy on the use of social networking channels by colleges, departments, centers, student clubs and other groups in the university. This policy comprises of a set of criteria that should be considered when using an official UAEU account. The policy clarifies how to manage these sites appropriately and effectively in order to ensure high levels of transparency and clarity when communicating with others.

## The criteria are:

- The Media and Communications Department at UAEU is responsible for maintaining these sites/ channels.
- Each section or department that wishes to open an account on these social networking sites will be responsible its supervision.
- You must mention the name of the university and the college/ department or center responsible. For example: UAE University – College of Law
- You must display your departmental logo, if there is any, in order to show it is part of UAEU

**UAEU** College of Law

- Or using the university logo if you do not have one of your own.

**UAEU**

- The user name should indicate the department concerned (i.e. the first letters of the department name: e.g. CIT/ UAEU, etc.)
- Display basic information in the account profile (e.g. name in Arabic – email – website address, etc.)
- The official language for all accounts is Arabic (the use of English is optional).
- Use official pictures of the university spokespersons after receiving approval from the Media and Communications Department.
- Get approval to publish personal photographs.
- Interact with the audience and make sure that the information is newsworthy.
- Use classical Arabic and make sure that the content is free from any linguistic or information errors: correct these immediately on discovery.
- Do not use these accounts for personal purposes.
- Inform the Media and Communications Department if the account has been hacked. This alerts the audience and allows the social networking department to recover the account.
- Do not open suspicious messages or links as they may contain viruses.
- Avoid the use of direct messages in official accounts to avoid security breaches.

For inquiries and more information, please contact us by email at: [MCD@uaeu.ac.ae](mailto:MCD@uaeu.ac.ae)