



# Social Media Usage Policy

## Introduction

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.

## The Competent Entity

- University Outreach Department at UAEU undertakes the task of managing and observing the official social networking accounts which belong to UAEU.
- University Outreach Department provides indicators and periodic reports required to measure the performance of UAEU social Media pages. This is in order to track the performance of these pages and to be introduced to the extent of the impact of these pages on UAEU reputation management and improving its image for followers.

## Content Management

University Outreach Department undertakes the responsibility of publishing and managing the contents of UAEU pages on social networking websites as follows:

- Publishing UAEU news and events in a simple and straightforward manner.
- The process of publishing news is at various times and according to the schedule of events.
- All Images published on Social Media accounts are authorized images taken by the University Outreach Department photographers on campus, with the exception of images outside the campus.

## Accounts Management

The content, which UAEU publishes via social networking websites, represents the official view of UAEU. Accordingly, social accounts management criteria are as follows:

- There should be a person responsible for the process of managing the official accounts and accepting the content intended to be published.
- UAEU is entitled to delete any materials that could pose a threat to the individual or national security, or what violates the privacy of others and abusing them, in addition to any comments containing personal encroachments, or containing impolite and inappropriate language.
- Those who are in charge of UAEU pages have the right to delete or exclude the followers who do not abide by the above-mentioned rules.
- UAEU complies with a Social Media management policy, which does not respond to comments.



## Procedures for setting up Social Media accounts by the University affiliated bodies

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:

- Register the new data account with University Outreach Department
- 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



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



- 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 University Outreach 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 discoveries.
- Do not use these accounts for personal purposes.
- Inform the University Outreach 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.
- Make sure of that UAEU complies with Social Media management policy, which does not respond to comments.

### Inactive Accounts

The university expects employees engaging in official university social media accounts to ensure that content is kept current and checked on a daily basis. Posting content 5-3 times each week follows best practice. Sites with no activity for 30 days or more will be instructed to inactivate the account. UOD suggest to use an editorial calendar to schedule content creation (and subsequent publication) more efficiently.

**For inquiries and more information, please contact us by email at**  
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