

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore 641 043**

**Regulations for Use of Avinashilingam Institute for Home Science and Higher
Education for Women (AIHSHEW) Social Media Handles**

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1. Overview of Document:

The Avinashilingam Institute for Home Science and Higher Education for Women (AIHSHEW), recognizes the importance of social media platforms as a means of communication and engagement in the modern world. This document outlines the regulations for the use of social media by members of the AIHSHEW, including students, faculty, staff, and any other individuals affiliated with the institute. These regulations aim to ensure responsible and ethical use of social media platforms while promoting a respectful and inclusive online environment. By adhering to these guidelines, we promote a positive online presence, protect the reputation of AIHSHEW, and ensure the safety of our community.

2. General Rules to Follow:

1. **Respect:** Treat others with respect, kindness, and professionalism in all social media interactions.

2. **Confidentiality:** Do not disclose sensitive or confidential information about AIHSHEW, its staff, faculty, students, or any other stakeholders.
3. **Compliance:** Abide by all applicable laws, regulations, and policies while using social media.
4. **Accuracy:** Ensure that the information shared is accurate and reliable by verifying facts from credible sources before posting.
5. **Privacy:** Respect the privacy of the individuals and obtain their consent before sharing their personal information or images.
6. **Professionalism:** Maintain a professional tone and avoid engaging in online conflicts, personal attacks, or offensive language.
7. **Copyright and Intellectual Property:** Do not infringe upon copyright or intellectual property rights. Give proper credit while using content created by others.

3. Dos and Don'ts:

1. Respect and Professionalism:

- a. Do maintain a respectful and professional tone while engaging in discussions on social media.
- b. Do exercise caution while discussing controversial or sensitive topics, ensuring that your words and actions align with the values of the institute.
- c. Don't engage in or promote any form of harassment, discrimination, or hate speech.
- d. Don't use social media to defame, slander, or make false statements about any individual or group.

2. Confidentiality and Privacy:

- a. Do respect the confidentiality and privacy of others. Avoid sharing confidential or sensitive information about the institute, its members, or any third parties without proper authorization.
- b. Do obtain necessary permissions before sharing personal information, photos, or videos of individuals.
- c. Don't disclose confidential or proprietary information of the institute or any individual without proper authorization.
- d. Don't invade the privacy of others by sharing or reposting their personal information without consent.

3. Authenticity and Accountability:

- a. Do ensure that the information you share is accurate and reliable. Cite sources when necessary.
- b. Do take responsibility for your online actions and behaviour, including comments and posts made on social media platforms.
- c. Don't engage in impersonation or misrepresentation of oneself or others.
- d. Don't share false or misleading information that could harm the reputation of the institute or its members.

4. Intellectual Property:

- a. Do respect copyright laws and intellectual property rights. Give proper credit while sharing or using copyrighted content.
- b. Do obtain necessary permissions before using or sharing copyrighted material, such as images, videos, or written content.
- c. Don't use social media platforms to distribute or share copyrighted material without proper authorization.

4. Social Media Guidelines for Posting on Behalf of AIHSHEW:

1. **Authorized Representatives:** Only designated individuals, authorized by AIHSHEW, may post on behalf of the institute's official social media accounts.
2. **Consistency:** Maintain a consistent brand voice and image that aligns with AIHSHEW's values, objectives, and official communication.
3. **Accuracy and Fact-Checking:** Ensure that all information shared is accurate, reliable, and supported by credible sources.
4. **Official Communication Channels:** Direct queries or concerns received via social media to the appropriate channels within AIHSHEW for timely response and resolution.
5. **Crisis Management:** In the event of a crisis or sensitive issue, consult with AIHSHEW's authorized spokesperson before posting any official statement or response on social media.

5. Ethical Concerns:

1. Cyberbullying and Harassment:

- a. Any form of cyberbullying, harassment, or online threats is strictly prohibited. Report any such incidents to the appropriate authorities within the institute.
- b. Support and assist fellow community members who may be experiencing cyberbullying or harassment on social media platforms.

2. Inclusivity and Diversity:

- a. Foster an inclusive and diverse online environment by respecting and valuing different perspectives, cultures, and backgrounds.
- b. Avoid engaging in or promoting discriminatory or derogatory language or behaviour based on race, gender, religion, sexual orientation, or any other protected characteristic.

3. Responsible Social Media Usage:

- a. Use social media platforms responsibly, considering the potential impact of your words and actions.
- b. Be aware of the permanence of online content and the potential consequences of sharing inappropriate or offensive material.

4. Reporting Violations:

- a. Report any violations of these regulations to the designated authority within the AISHEW.
- b. Provide necessary evidence or documentation while reporting a violation.

5. Plagiarism:

- a. Do not copy or present others' work as your own.
- b. Give proper credit to original authors and sources.

6. Conflict of Interest:

- Avoid conflicts of interest by refraining from promoting personal interests or engaging in activities that may compromise AIHSHEW's reputation.

These regulations are in effect for all members of the AIHSHEW community. Failure to comply with these regulations may result in disciplinary action, as deemed appropriate by the institute.

By adhering to these regulations, we can create a positive, respectful, and ethical social media environment that upholds the values of the AIHSHEW.