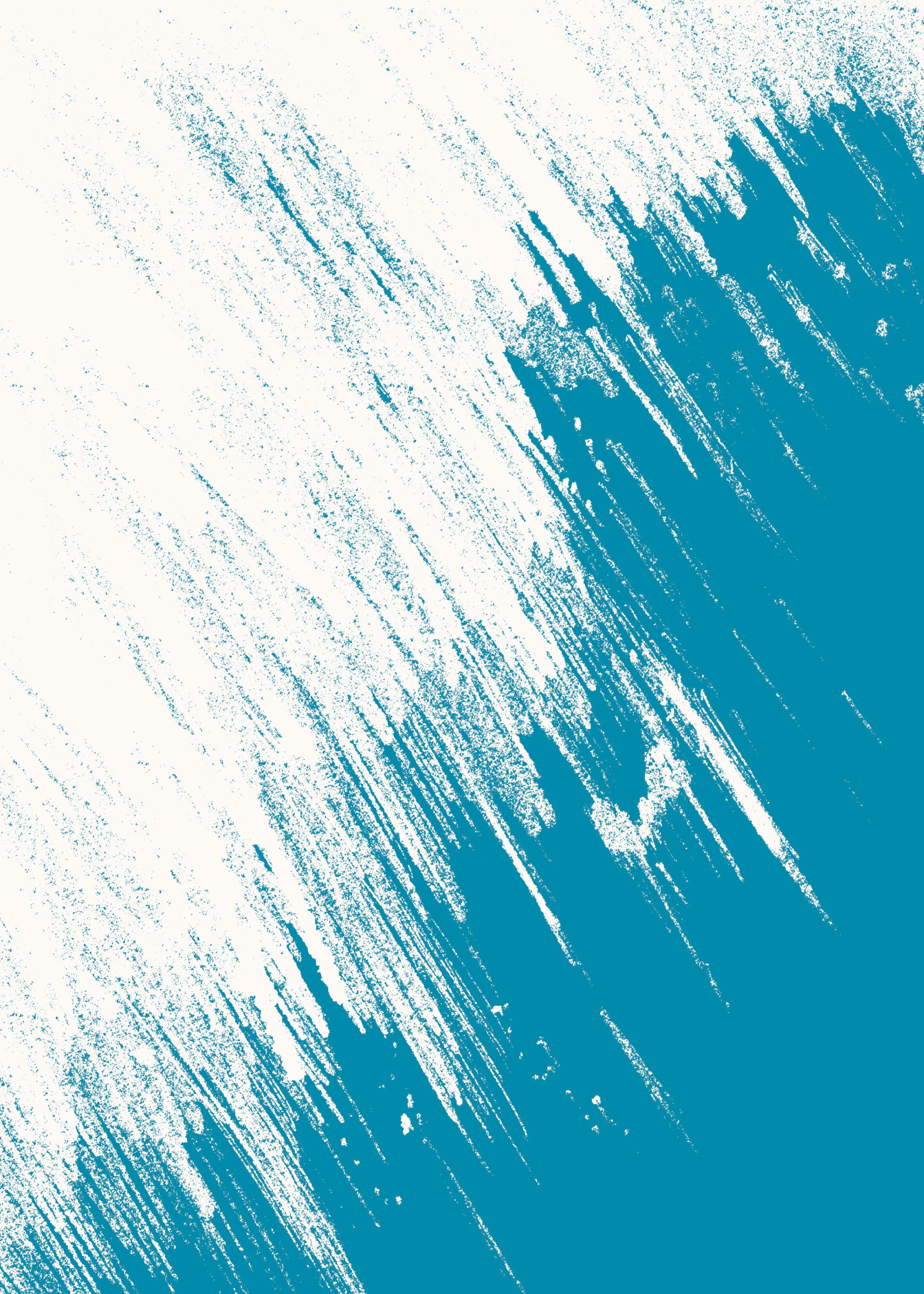




KENYATTA UNIVERSITY

STUDENT SOCIAL MEDIA POLICY

2022 - 2026



KENYATTA UNIVERSITY

**STUDENT'S
SOCIAL MEDIA POLICY**

2022– 2026

TABLE OF CONTENTS

1.0. INTRODUCTION.....	1
1.1. Preamble.....	1
1.2. Objectives of Social Media.....	2
1.3. Definitions of Various Platforms.....	2
1.4. Nature of Social Media.....	3
2.0. SOCIAL MEDIA POLICY FRAMEWORK.....	4
2.1. Guiding Principles of Social Media Policy.....	5
2.2. Objectives of the Policy.....	5
2.3 Scope.....	5
2.4. Students' use of official University Social Media Account.....	6
2.5. Behaviour and Conduct on Social Media.....	6
3.0. PROVISIONS OF THE POLICY.....	7
3.1. Expectations.....	8
3.2. Requirements for opening and use of social media platforms.....	8
3.3. Regulations Governing Social Media Use.....	9
3.4. Consequences of Violation of the Policy.....	10
4.0. DISSEMINATION.....	10
5.0. REVIEW OF THE POLICY.....	10

1.0 INTRODUCTION

1.1 Preamble

Social Media is an important and critical communication channel where the University can engage students in her strategic direction. Social media has the potential to build or destroy personalities and institutions as there is no clear distinction between the voice of an individual and that of the University when comments are made on social media platforms.

It is against this backdrop that the University decided to formulate a Social Media Policy to regulate the use of Social Media while clarifying how best to enhance and protect personal and University reputations as students interact with all other users in the numerous social media platforms.

1.2 Objectives of Social Media

- To ensure that students are fully informed of all relevant University activities and enable them understand what is expected of them as they support the University in realizing her strategic objectives.
- To provide easy access to essential, useful and engaging information for students.
- To provide effective methods of communicating critical matters concerning the University.

1.3 Definitions of Various Platforms

Print	Includes advertisements and/or supplements sent to newspapers and/or magazines, editorial comments made on topical issues by students as well as memos written to different recipients within the University community.
Electronic	Involves use of radio and television for advertising, appearances and sharing comments made by the University or members of the University community in their capacity as KU staff or students.
Social Media	relates to forms of communication that allow users to converse, interact, share information, network and even create web content. Social media is accessed through web based applications or platforms like Facebook, Twitter, Snapchat, YouTube, Vimeo, Instagram, Whatsapp, Tiktok, blogging platforms, online fora and review sites.

Audience

This Policy targets members of Kenyatta University student fraternity. It gives guidelines and regulations governing proper conduct between

Students

Students and staff

Students and Management

Students and outsiders



1.4 Nature of Social Media

Social media is intended to supplement, not replace, the channels currently in place for sharing of news of upcoming events, announcements and information relevant to students. It is designed to disseminate information through the existing, easy-to-access social interaction channels. Due to its popularity, ease of access and massive reach, students are advised that they should be extremely cautious of the information they post or repost on social media platforms for the following reasons:

Permanence of information posted

Information posted on social media is no longer in the hands of the sender and remains available way beyond the period of time intended by the sender. It can be retrieved many years later and used against the sender in completely different circumstances, which could jeopardize one's future opportunities.

Potential for access and use by unintended audience

Information posted on social media may be reposted by recipients to an audience other than that intended by the sender, causing irreversible damage to the sender or other unintended persons or institutions.

Potential for unintended interpretation and use

Information posted on social media has the potential to be interpreted and used in ways and circumstances different from what the sender intended, or even imagined, as it can easily land in the hands of users for which it was not originally intended.



2.0 SOCIAL MEDIA POLICY FRAMEWORK

2.1 Guiding Principles of Social Media Policy

This policy is anchored on the following principles:

- **Promotion of Respect**
- **Promotion of Human Dignity**
- **Enriching Cooperation**
- **Embracing Diversity**

2.2 Objectives of the Policy

- To ensure that all students are aware of their responsibility in maintaining good communication practice.
- To ensure that every student maintains good communication practice in accordance with this Policy.
- To guide students' use of social media in a personal capacity, where this impacts the University, its students, staff or the wider community.
- Provide guidelines on the use of the chat function in all conferencing software used in scheduled teaching, learning sessions, or for communication between students.

2.3 Scope

The platforms covered by this policy include but are not limited to: Facebook, Twitter, Snapchat, LinkedIn, YouTube, Vimeo, Instagram, Pinterest, Weibo, Youku, Whatsapp, Tiktok, blogging platforms, online forums and review sites. As new sites are constantly being created, this list is not exhaustive, but is intended to demonstrate the range of platforms that are included within the definition of "social media".

This Policy does not include the hosting and management of personal websites; the regulation of which is subject to both Kenyan laws and International laws. It however extends to the use of the chat function in all conferencing software, used in scheduled teaching, learning sessions and in all other communication among students.

Students are reminded that contents of such chats are recorded and therefore remain available after sessions are closed and form part of enduring records.

2.4 Students use of official University Social Media Accounts

Students may have two different types of social media presence;

- A Personal account used primarily for non-study purposes;
- A University account used primary for study purposes or for communication among members of Students' Union Clubs, Societies or Groups.

Students who hold various positions of leadership may also contribute to the University's official social media activities as part of their role; for example moderating Snapchat or Instagram accounts, blogging, or running an official Twitter account. Students should be aware that while contributing to the university's social media activities, they represent the university.

2.5 Behaviour and Conduct on Social Media

When interacting on social media platforms Students are advised to:

- Be accurate and accountable
- Remember, that everything posted online becomes public
- Think and review content before posting
- Consider how content posted online will appear to readers
- Always check privacy settings and ensure the use of secure password
- Be aware and careful when sharing third party materials
- Question all information available online because some information may not be completely accurate or true.

Note

The University does not tolerate any form of cyber bullying or harassment by or of members of the University staff, students body, stakeholders or visitors.

The following non-exhaustive list of examples, illustrates the type of behaviours displayed through social media which the University considers to cyber bullying:

- Maliciously, negligently or recklessly spreading rumours, lies or gossip about a person(s)
- Intimidating or aggressive behaviour, as perceived by those viewing the information posted or shared online
- Posting comments/photos deliberately, negligently or recklessly mocking an individual(s) with the potential to harass, demean or humiliate them.



3.0 PROVISIONS OF THE POLICY

3.1 Expectations

Every Kenyatta University student shall be expected to:

- Observe this Policy.
- Ensure that he/she is well informed and has access to information in order to be as effective as possible in his/her role of supporting the strategic direction of the University.
- Ensure that any content posted in the social media promotes the University's commitment to quality education, teaching, research, and social responsibility.
- Use available channels meant to facilitate two-way communication between the University management and students.
- Disseminate accurate information to fellow students using all appropriate channels.
- Offer guidance in any area of University operations, as a means of maintaining good communication practices in accordance with this Policy.
- Ensure that any communication concerning the University to external recipients is in accordance with this Policy.
- Communicate responsibly with fellow students and friends within and outside the University.

3.2 Requirements for opening and use of social media platforms

Student entities or associations registered with the Directorate of Student Affairs which wish to create an account on a social media platform will be required to provide the University's Online Communications Manager, through the Director Student Affairs, with:

- Background information about the account
- Contact information of the individual(s) who will be authorized by the entity/ association to create, operate, monitor and moderate information in the account i.e. the "Page Administrator"
- Content information

The authorized Administrator(s) must ensure that account passwords and members information remain confidential

He/she/they shall be fully responsible for the use of the account and all the transactions thereof.

Student entities or associations must take particular care to state that their views are not those of KU, when using social media

The University prohibits the use of its logo(s) in individual profile images shared online, background images or cover photos, without the permission of the Registrar (Corporate Affairs).

The University also prohibits the use of its name or derivatives thereof, within the account name by individuals or organizations, without the permission of the Registrar (Corporate Affairs).

3.3 Regulations Governing Social Media Use

It is the duty of every Kenyatta University student posting content to ensure that he/she:

- Does not assume the responsibility of posting details of University policies and procedures. He/she should instead direct users to the official University Website.
- Does not post unapproved documents and confidential information (Which may include Intellectual Property, copyright, or research not yet in the public domain).
- Does not post content that portrays the University and its officers in demeaning or negative light to the detriment of the Brand Name” Kenyatta University.”
- Posts content in the social media that is constructive and devoid of abusive, obscene and vulgar language in accordance with the guidelines spelt out in this policy document.
- Does not write in a manner that can be interpreted as combative, threatening, demeaning or otherwise negative. A legal disclaimer may be required for such posts.
- Does not post any content that might be embarrassing to an individual or that could be construed to portray an individual negatively or assassinate an individual's image or character. Such posts might be perceived as ethnic, bigoted and demeaning.
- Does not post content that might cause someone to believe that his/her name, image, likeness or any other identifying aspect of his/her identity is being used, without permission for commercial purposes.
- Does not impersonate, create and/or use fake accounts, to malign another person or persons or the University and or any other entity.
- Does not use e-mail or social media accounts to misinform or incite the students, other members of the University community or the general public.
- Does not post any information that constitutes a criminal offence according to Kenyan or International Law.

3.4 Consequences of Violation of the Policy

The Violation of this Policy shall attract consequences and penalties.

The University may in addition seek legal remedies for damages incurred as a result of any violation. It may also be required by law to report certain illegal activities to law enforcement agencies.

Violation of the regulations governing social media use will lead to the penalties prescribed in the Kenyatta University Student Information Handbook, Section 5.0. It states that: a student who is found culpable by the Student Disciplinary Committee will face any or a combination of the following penalties as determined by the Committee:

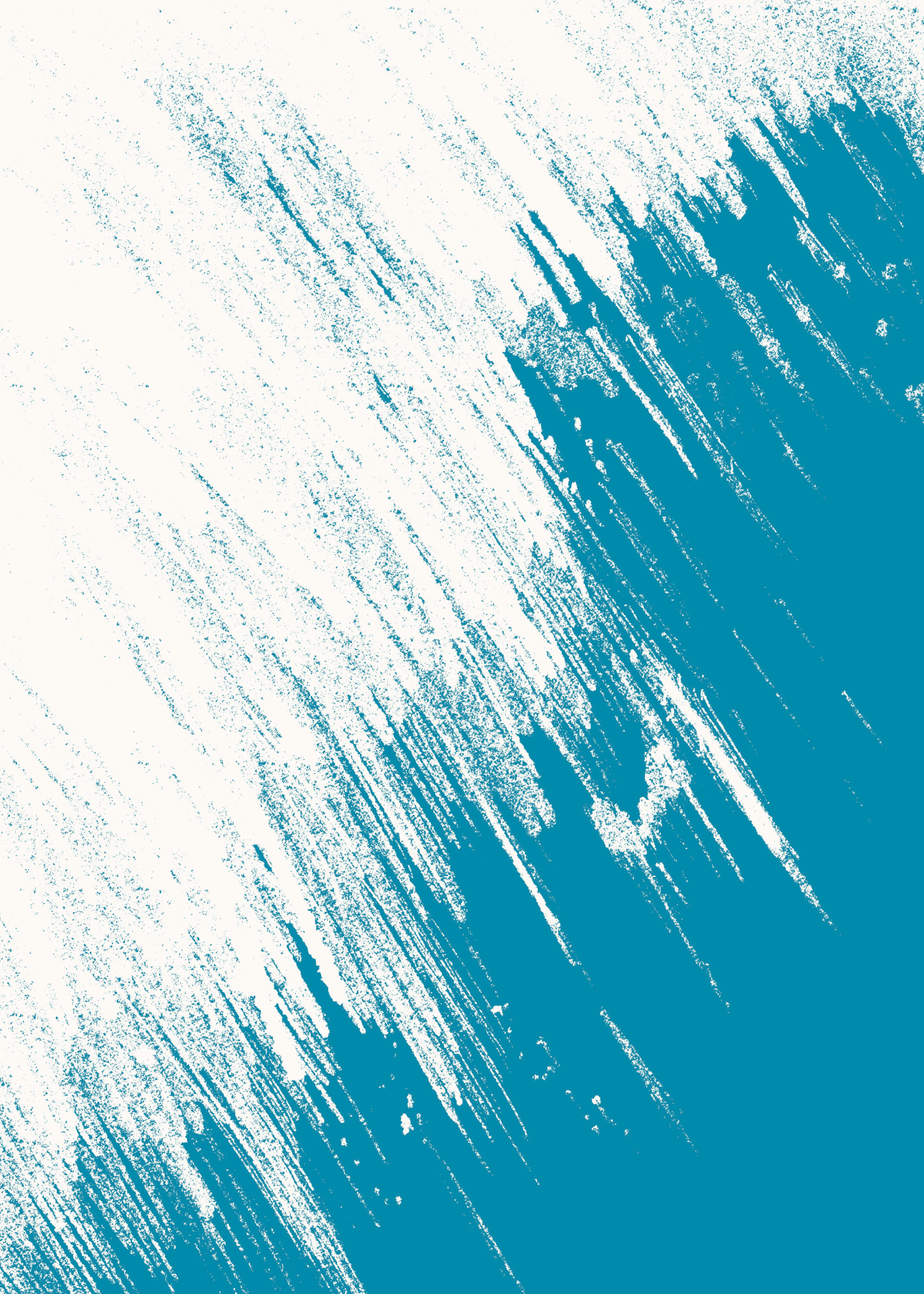
- Letter of warning which will be carried in the student's file.
- Suspension from the University for a specified period to be determined by the Student Disciplinary Committee.
- Expulsion from the University Residence.
- Expulsion from the University.
- A combination of any two or more of the above

4.0 DISSEMINATION

Every student will be issued with a copy of the Policy and will be required to read, understand and comply with the provisions therein.

5.0 REVIEW OF THE POLICY

This Policy shall be reviewed after every five years.



For more information please contact:
Kenyatta University
P.O. Box 43844 – 00 100 GPO
Nairobi, Kenya
E-mail: info@ku.ac.ke
Website: <http://www.ku.ac.ke>

Kenyatta University ISO 9001: 2008 Certified