

# **Social Media Guidelines for Staff and Students of Hiroshima University**

September 5, 2013

Public Relations and Planning Strategy Council

Social media, such as Twitter, Facebook and blog sites, has become an important means of sharing information in our international community. At the same time, however, it makes it possible to spread information anonymously and one-sidedly, and this aspect of social media means that it can cause problems that the users never intended and bring about a huge impact on the community. Because of this, people that use social media need to be fully aware of these aspects of it and of the social norms relating to its use.

In light of the above, Hiroshima University ("the University") aspires to set an example for the community by ensuring the appropriate use of social media by its staff and students.

Accordingly, the University has formulated these Social Media Guidelines for Staff and Students of Hiroshima University ("these Guidelines"). We ask that staff and students comply with these Guidelines when they use social media.

Due to the nature of social media, these Guidelines will be adjusted as necessary, in line with social conditions.

## **1. Definition of "social media"**

"Social media" refers to social network systems that enable users to share their comments, posts, and other ideas with a large, non-exclusive group of people, via the Internet. Twitter, Facebook, LINE, blog sites, mixi, and YouTube are representative of such media.

## **2. Objectives of these Guidelines**

The objectives of these Guidelines are as follows:

- (1) To clarify the basic policy and points to note for using social media, so as to ensure that staff and students will use social media appropriately and get the most out of using them.
- (2) To prevent the risks brought about by social media, which serves as useful means of sharing information but which, at the same time, can have an adverse impact not only on the individuals who use it to share information, but also on their coworkers or their departmental division, or even on the University, depending on how they use it.

## **3. Scope of application of these Guidelines**

These Guidelines apply to staff and students sending or sharing information on social media sites, for official or private purposes.

#### **4. Basic principles for use**

- (1) Staff and students are asked to recognize that once they share information on a social media network, it might become accessible to a large, non-exclusive group of users, might be spread through any number of channels, and might be difficult to completely remove from the network.
- (2) Staff and students are asked to be self-aware, responsible and careful when sharing information via social media. They should be aware that information they share, whether or not it gives a clear indication of the University's name or their real names, might have a huge impact on the University. This means that they will need to assume individual responsibility for the content of the information they share via social media.
- (3) Staff and students are asked to observe laws and regulations of Japan (and the laws and regulations of any foreign country they are in) and international law, as well as various regulations established by the University.
- (4) Staff and students are asked to respect the rights of others, including fundamental human rights, right of publicity, right to privacy, and copyrights.
- (5) Staff and students are asked to understand that the information they transmit could annoy or mislead others, and keep it in their minds to behave as sensible members of the community.
- (6) If a staff member or student using social media wishes to make it clear that they are a staff member or student of the University, they are asked to post a disclaimer indicating that the information they post is their personal view, and is not representative of any views or opinions of the University. At the same time, they are asked not to forget that their personal remarks might give an impression that could have a significant impact on the image of the University as a whole.

(Example of a disclaimer)

All comments posted to this account are the personal views of the account holder, and have no connection whatsoever with Hiroshima University.

- (7) If a staff member or student wishes to use the Hiroshima University Communication Mark or any other logo or mark under the University's management on their profile page, they will need to observe the regulations for the relevant logo or mark.
- (8) Staff and students are asked not to share information that falls within any of the following:
  - anything that suggests the poster's association with illegal activities or that seems to encourage illegal activities;
  - other people's secrets or personal information that the poster has not been given permission to share;
  - confidential information;
  - anything that is discriminatory in nature or that encourages discrimination on the basis of race, ideology, or creed;
  - anything that is abusive or disrespectful of others;
  - unreliable or false information;

- anything of a harmful, indecent or violent nature; and
- anything else that is contrary to the public order.

#### **5. Operation of official Hiroshima University social media accounts**

The necessary matters in connection with the operation of official Hiroshima University accounts are prescribed separately.

(Note) These Guidelines come into effect as of September 5, 2013.