



SOCIAL MEDIA GUIDELINES FOR STUDENTS

1.SOCIAL MEDIA PRINCIPLES TO UPHOLD

1.1. Behavioural guidelines on social media to uphold

- Be confidential.
- Respect the University ethos and values.
- Be accurate.

1.2. Elevation of brand MUT principles

- If it is a Department/Unit social media account, the site must be branded with the University logo sourced from MarComms.
- Students are allowed to acknowledge their association with MUT but must have a disclaimer on their profiles that their opinions are their own and not necessarily those of MUT.
- Students must pay careful attention to grammar and spelling errors and should consider having someone else check over their posts.
- It is important to fact check everything you say about brand MUT.
- Students should not spread false or inaccurate information or speculate about a situation or something else that could happen in the future.
- Students should refrain from commenting on rumours.
- Students should refrain from circulating confidential University information as that may damage the reputation of MUT.
- Students are encouraged to repost, link to or retweet content that comes from other authorized MUT pages. It's a good way for departments, units and faculties to share great content and expand the content's reach.
- Post in your private accounts using your personal credentials but be mindful that you are associated with MUT.
- You are encouraged to tag @MUTCampus; @MUTAlumni, etc on condition that you adhere to Brand MUT Values.

1.3. Cyber alert practices

- Avoid trolling and always be on the alert to avoid being trolled.

- Avoid phishing requests, such as cat phishing, gossip scam and engaging with fake social media accounts as well as hidden URLs.
- Be digitally 'woke'.

1.4. Reputation management

- Remember that you are representing MUT: All of your posts, comments and actions on social media networks have the ability to affect the reputation of the university as well as other individuals such as alumni, other students and your family.
- Be thoughtful and discerning when engaging on social networking services. Write for your audiences, but know your posts can reach anyone and may be misinterpreted or may show up outside of their original context. Messages should be tailored for each channel; not all messages belong on all channels.
- Collaborate on social media initiatives.

2. RULES AND CONDUCT EXTRACTED FROM THE STUDENT REGULATIONS

G.25 STUDENT REGULATIONS

G.25.1 RULES AND CONDUCT

b. Conduct

A student shall:

- i. Pursue the mission of the university as contained in the Policy Statement of the University;
- ii. Primarily dedicate themselves to their studies;
- iii. Not commit misconduct, as defined in the Students' Disciplinary Regulations;
- iv. Refrain from any conduct or action which results or may result in any other student being inconvenienced in his/her studies or prejudiced in any other way;
- v. Refrain from undisciplined or improper behaviour towards any personnel member;

G.25.2 MISCONDUCT

- a. Misconduct is any conduct which is prejudicial or could be prejudicial to the good name of the University of Technology, the maintenance of order and discipline at the University of Technology or the proper carrying out of work at the university.

- b. In accordance with the provisions of the Students' Disciplinary regulations, measures may be taken against any student who is found guilty of misconduct.

G.26.2 DEFINITION OF MISCONDUCT

A student is guilty of misconduct if he, while he is a student at the University, inter alia:

- a. Infringes any act or, regulation, rule, or prescription of the University, or makes an attempt to do so;
- b. Refuses to comply with any rightful instruction or request of any body, lecturer or official of the university or acts contrary to such instruction or request;
- c. Wrongfully uses, damages, destroys or alienates any property of the University, a personnel member or a fellow student;
- d. Enters or occupies any University premises while he is under the influence of liquor or drugs (dependence-forming drugs), or without written permission from the Principal or a person designate by him or her;
 - o Brings alcoholic beverages or drugs onto the premises of the University, consumes them or has them in his possession; or
 - o Serves or consumes alcoholic beverages or drugs on campus during a gathering of a student association or student body of the University;
- e. Behaves in a violent, riotous, obscene or improper manner on or at any premises of the University;
- f. Behaves in an insulting, obscene or improper manner towards a fellow student or personnel member of the University, a management body or office at the University of Technology or a member of such body or office-holder of such office;
- g. Knowingly makes a false or incorrect statement to any personnel member of the University, or purposefully spreads false information about the University to any person;
- h. Is guilty of conduct which is the cause of or can reasonably be the cause of any one of the instances mentioned below, either where such cause was foreseen or could have been foreseen as a reasonable responsibility at the time of the said conduct:
 - o Implicating the good name of the University of Technology to the disadvantage of the University;
 - o Prejudicing or endangering the maintenance of order, discipline and safety at the University;
 - o Prejudicing or endangering the smooth course of tuition, research administration or general activities at the University;

- i. Organises or participates in action which interferes with or could interfere with the academic work of fellow students, or with the functioning of the University;
- j. Brings, possesses or handles a fire-arm or any other dangerous weapon, explosive or fuel which is not reasonably required for the operation of a machine, on campus;
- k. Assists or encourages another student to commit an offence;
- l. Injures the dignity of, physically assaults, mentally wrongs or humiliates any personnel member or fellow student;
- m. Fails to comply with any residence rule;
- n. Allows any person from the opposite gender into any residence room other than those rooms designated for this purpose.

G.26.3 CLASSIFICATION OF MISCONDUCT

- a. Depending on the seriousness or degree of misconduct, misconduct by students in divided into the following categories:
 - I. Misconduct having a bearing on a student's studies is regarded as being of a serious nature and is heard by the Student's Academic Disciplinary Committee.
 - II. Charges of other forms of misconduct which in the opinion of the Dean of Students are regarded as serious misconduct are heard by the Students' Disciplinary Committee.
 - III. The Residence Superintendents or the SRC Disciplinary Committee shall hear charges of a less serious misconduct.
 - IV. The disciplinary committee of the club, residence or association concerned shall be competent to hear charges of minor transgressions, provided that admissions of guilt are handled in accordance with section 27.7.