Social Media Policy of BIMTECH

BIMTECH recognizes and embraces the power of social media, and the opportunity these tools provide to communicate with the BIMTECH community, including students, faculty, staff, parents, alumni, and other interested parties.

This policy provides guidance and applies to all use of social media by BIMTECH students, faculty and staff to represent or discuss matters concerning the institute and/or members of the BIMTECH community, whether or not such use involves the Institute's network or other computer resources.

It is important to recognize that the use of social media at BIMTECH or concerning BIMTECH is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning BIMTECH. Even activities of a private nature conducted away from the Institute can subject you to disciplinary action if they reflect poorly on the Institute or interfere with the conduct of Institute's functioning and reputation.

USAGE GUIDELINES

Rules for Posting to Social Media Sites

#1. When posting to any social media site, communicating with members of the BIMTECH community, or discussing the Institute on any website, even through your personal account or using your own phone, computer or other device without using the Institute's network or equipment remember that laws and BIMTECH policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of confidential and private information apply to communications by BIMTECH students, faculty and staff through social media as well.

#2. If endorsing BIMTECH, accurately disclose your relationship to the Institute.

#3. When using BIMTECH sites or acting within the scope of your Institute's responsibilities, you may only endorse BIMTECH, its programs, or its services if you have been authorized to do so

by the Institute. Carefully consider the accuracy, clarity and tone of your comments before posting them.

#4. Posts on social media sites should protect BIMTECH's institutional voice by remaining professional in tone and in good taste.

#5. Do sign your post with your real name and indicate your relationship to BIMTECH. Do not use pseudonyms or post anonymously.

#6. Do respect the views of others, even if you disagree.

#7. Do obey the "Terms of Service" of any social media site or platform in which you participate.

#8. Do not use social media to harass, threaten, insult, defame or bully another person or entity; to violate any Institute policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of crimes or fraud.

#9. Do not post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. In addition, do not attempt to compromise the security of any BIMTECH social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.

#10. Do not post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination.

#11. Do not use the BIMTECH name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.

#12. Do not disclose confidential institute information, non-public strategies, student records, or personal information concerning (past or present) members of the BIMTECH community without proper authorization.

#13. Do not make false claims or representations about BIMTECH programs or services, and do not speculate or guess if you do not know the information.

#14. Do not spread gossip, rumours, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.

#15. Do not spend excessive time using social media for personal purposes during working hours or use any BIMTECH social media sites, networks, equipment or peripherals for unauthorized commercial purposes.

#16. Do not transmit chain letters, junk email, or bulk communications.

#17. Do not be rude or argumentative, or use inappropriate language. Avoid negative exchanges.

#18. Do not be careless with spelling or syntax, or use language that may easily be misunderstood.

#19. Do not represent your personal opinions as institutionally endorsed by BIMTECH If you are not authorized to post specific content on behalf of the Institute , then the following disclaimer should appear in your post: "These are my personal opinions and do not reflect the views of BIMTECH."

#20. Do not attempt to mask your identity or attribute your comments to another person (real or fictitious).

#21. Do not insult, disparage, disrespect or defame the Institute or members of the BIMTECH community.

BIMTECH is not responsible for monitoring or pre-screening content posted on its social media sites. Notwithstanding the foregoing, reserves the right to monitor its sites and remove, without notice, any content that BIMTECH determines to be harmful, offensive, commercial in nature, or otherwise in violation of law or this policy.

If you become aware of objectionable content posted on a BIMTECH social media or objectionable comments concerning the Institute that are posted on an unaffiliated site please notify the Director promptly.

BIMTECH is aware that members of the BIMTECH community may wish to express their personal ideas and opinions through private social media that are not administered by the Institute.

Nevertheless, BIMTECH reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the Institution or termination of employment, upon students, faculty, or staff who use private social media sites or communications resources in violation of the usage guidelines in this policy or in ways that reflect poorly on the Institute or are deemed to interfere with the conduct of Institute's functioning.

In appropriate cases, such conduct may also be reported to law enforcement authorities.

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