



Swiss International
Institute Lausanne

POLICY ON SOCIAL NETWORKING AND SOCIAL MEDIA

Swiss International Institute Lausanne - SIIL

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I INTRODUCTION

Social networking and social media are powerful communication tools which can have a significant impact on organisational and professional reputations. SIIIL has developed a policy to help clarify how best to use these tools to the professional benefit of SIIIL, its staff and students. Examples of social networking websites are Blogging, Twitter, Facebook, YouTube etc.

Both in professional and institutional roles, employees need to follow the same behavioural standards online as they would in real life. The same laws, professional expectations and guidelines for interacting with staff, students, alumni, donors, media and other university constituents apply online as in the real world.

II SCOPE

The scope of this policy is limited to SIIIL staff, alumni and students, in their capacity as members of the SIIIL community, using social media in the siil.ch domain or on any other social networking website.

III LEGAL AND POLICY BASIS

Information posted to social networking sites must adhere to the Swiss legislation in force at the time.

Information posted to social networking sites must adhere to the Institute policies in force at the time. Particular attention must be paid to the Intellectual Property.

IV POLICY

The siil.ch domain provided for social networking is to facilitate a person's work as a member of staff or student of SIIIL and/or for educational, training, or research purposes. Social networking on the siil.ch domain must not be used for any commercial or significant personal use.

Media queries received as a result of material posted on a social networking site by a SIIIL staff member should be referred in the normal way to the SIIIL Marketing & Communications Office.

All SIIIL staff and students, in their capacity as members of the SIIIL community, creating a social networking site externally or within the siil.ch shall include a:

1. Privacy Statement
2. Linking Statement
3. Comment policy

SIIIL staff and students, in their capacity as members of the SIIIL community, posting material to any social networking site and people external to SIIIL posting material to the social networking sites within the siil.ch domain shall not:

1. Post information which is confidential and proprietary to the SIIIL;
2. Post material that could be deemed to be threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity;
3. Post phone numbers or email addresses of any member of the SIIIL community, office or external entity without their express permission;
4. Infringe on the rights of SIIIL or any individual or entity, including privacy, intellectual property or publication rights;
5. Promote or advertise a commercial product or solicit business or membership or financial or other support in any business, group or organization except those which are officially sponsored by SIIIL;
6. Post chain letters, the same comment multiple times, or otherwise distribute “spam”;
7. Allow any other individual or entity to use their identity for posting or viewing comments;
8. Post comments under multiple names or using another person’s name.
9. Post digital media (audio, video, photography) without securing the written permission of the original copyright holder should such copyright exist.

V BREACHES OF POLICY

Any breach of this policy could result in a member of the SIIIL staff or student body or person external to the SIIIL losing access to social networking facilities in the siil.ch domain and in the case of SIIIL staff or students could result in disciplinary action.

VI BEST PRACTICE GUIDELINES

SIIIL staff and students posting material to social networking sites shall adhere to the following best practice guidelines:

- **Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the SIIIL. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online.
- **Strive for accuracy:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of SIIIL in any capacity.
- **Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person posting the message and/or on SIIIL.
- **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and

peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

- **On personal sites, identify your views as your own:** If you identify yourself as a SIIL student, alumnus or staff member online, it should be clear that the views expressed are not necessarily those of the institution.
- **Photography:** Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

Rules:

Become familiar with the terms of service and policies of sites and networks in which you participate.

VII PROCEDURES FOR SOCIAL NETWORKING IN THE SIIL.CH DOMAIN

SIIL will from time-to-time provide social networking services for the use of SIIL staff, alumni and students.

Material posted to social networking sites inside or outside SIIL will not be moderated with each person being responsible for the material they post to such websites.

Procedures for private feedback will be provided to users of the siil.ch domain whereby a user will be able to respond directly to a person who posted material to a public website.

VIII APPENDIX 1. MODEL WORDING FOR INCLUSIONS ON ALL SOCIAL WEBSITES

Disclaimer

The views expressed in the posts and comments on this blog do not reflect SIIL or any other third party mentioned or referred to on the blog. They should be understood as the personal opinions of the author only.

Comment Statement

All readers are encouraged to leave comments. While all points of view are welcome on the blog, only comments that are courteous and on-topic will be posted. All comments will be reviewed by the author and responded to (as needed) prior to posting on the blog. The author reserves the right to post comments at his or her discretion. Spam and comments endorsing commercial products or services will not be posted.

Contributors to this blog are fully responsible for everything that they submit in their comments, and all posted comments are in the public domain.

Privacy Statement

Any email addresses, names, or contact information received through this blog will not be shared or sold to anyone, unless required by law enforcement investigation.

Linking Statement

This blog may contain external links to other sites. The author does not control or guarantee the accuracy, relevance, timeliness, or completeness of information on other web sites. Links to particular items in hypertext are not intended as endorsements of any views expressed, products or services offered on outside sites, or the organisations sponsoring those sites.

IX FURTHER INFORMATION

Specific queries on this policy or requests should be directed to the IT Services department (email: p.tkachev@siil.ch), who will progress as appropriate.

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