



جامعة نيزوى
University of Nizwa

Document Reference No:
UoN/DAS-001/POL/V1/2021

**University of Nizwa Media
Policy**

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Chancellor of the University
Date: 20/09/2021

DOCUMENT CONTROL INFORMATION

Guidelines Ownership:	Information and Marketing Department		
Guidelines Approval Authority:	The Chancellor		
Guidelines Reviewing Body:	The University Executive Board		
Dates Reviewed:	_____, 2021, University Executive Board		
Date of Next Review:	As Needed		
Historical Records: (most recent first)			
Version Number	Date of Approval	Revisions Made	Guidelines Drafting by
1		• Not Applicable	Information and Marketing Department

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I. INTRODUCTION

The University of Nizwa encourages the use of media to connect with students, employees, alumni, and community in general. Media is an efficient tool to reach stakeholders about the University's current events, performance, accolades, and people. This policy defines the rules and procedures for the use of Official University Media Sites and Platforms (as defined in Section 3.3) to ensure that university-sponsored media is both legal and in compliance with the University policies and also adheres to the social media laws and cultural norms of the Sultanate of Oman. This Policy must be read and adhered to in conjunction with all other information provided by University of Nizwa on the use of social media.

II. OBJECTIVE

The policy aims to regulate the University's representation through all forms of media to the outside world. It regulates the practices and involvement of the University employees in using media platforms in areas that have direct or indirect relevance to the University.

III. PURPOSE

The purposes of the Media Policy are to:

1. Represent the University to all its potential stakeholders in a responsible and ethical manner; and within the outlined communication laws and cultural norms of the Sultanate of Oman.
2. Regulates the work of publication through media platforms that have relevance to the University.
3. Disseminate target information effectively with a standard digital identity through different media platforms.
4. Foster positive communication with current, prospective, alumni students and the greater regional and international community.
5. Market the University directly and indirectly through media platforms.
6. Protect the university against any possible threat of defamation and responds accordingly in a timely and professionally manner.

IV. SCOPE

The scope of this policy applies to the following stakeholders:

1. University employees who post relevant information about the University on different media, either through personal or institutional accounts.
2. Media coordinators who representing departments, centers, colleges in the University while providing the information to be published through related University social media accounts.
3. Department of Media and Marketing, specifically the Social Media Unit, who is responsible for managing the University's social media accounts.
4. Students who use various forums, blogs, sites, and applications to post views, images, and videos.
5. Third party employees such as contractors, agency staff and visiting academics and foreign exchange students

V. Related Policies

1. Intellectual Propriety and Copyrights policy
2. ICT and Data Protection guidelines and Procedures / Information Security Policy (Name to be verified)
3. Staff and Student Conduct Policy
4. Employment Contract
6. 5. Student Admission Guidelines and consent form/acknowledgementGuidelines for College/FI/School/Department Website Publishing [Doc Ref: UoN/AA-019/GUI/V1/2018

VI. DEFINITIONS

5. **UoN:** University of Nizwa.
6. **University Employees:** Executives, faculty, researchers, technicians, and administrators of the UoN.
7. **Media:** any communication used to produce or deliver information or data related to the UoN.
8. **Social Media Platforms:** Refers to all the accounts created, signed into, or logged into the different available and evolving social media platforms such as Twitter, Instagram, Facebook., etc.

9. **Journal:** any press material issued by the university of Nizwa in scientific, cultural, research areas.

VII. POLICY STATEMENTS

1. The University's personal social media accounts shall be managed exclusively by the Department of Marketing and Media.
2. The Unit's social media accounts shall be managed exclusively by the designated Social Media Officer appointed through a resolution by the Chancellor.
3. The representation of the University in all media channels and platforms should be only through an approved digital identity.
4. The University's digital identity shall reflect the University standard color of the logo and the University logo and slogan.
5. The approved University digital identity shall be used in all posts, including videos and pictures uploaded to the University's social media accounts.
6. When announcing an accomplishment, invitation, and participation of units' events and news, social media writing shall be structured as "the University accomplished, participated, and invites.", when the units represent the University.
7. Irrelevant news and poor-quality pictures/images shall not be published.
8. The University social media account shall follow units' social media accounts on various social media platforms.
9. The University social media accounts shall not follow any public figures accounts.
10. Units that provide direct services shall entertain and respond to their stakeholders' inquiries within the instructions framed in this policy.
11. All forms of communication to be published shall be reviewed and assessed of their appropriateness by the designated account officers.
12. Department of Media and Marketing shall review and assess the importance and appropriateness of the received news from the units.
13. The official account of the University and units shall not be used for personal communication.
14. The official account of the University and units must not be used to post content that contains commentary, images, pictures that are defamatory, copyrighted, harassing, or that can negatively impact the learning or working environment of the academic institution.

15. All news and announcements must be linguistically accurate, and its sources are verified.
16. All news and events shall be exclusively announced through the University's and unit's social media accounts.
17. The Department of Media and Marketing shall communicate with university units and employees to liaise, provide, upload, and publish the required information to the stakeholders where necessary.
18. University social accounts on Twitter shall be different in the content from other social media accounts:
 - a. Twitter account shall be more informative.
 - b. All declaration shall be through Twitter in the first place.
 - c. Instagram shall display informative content through pictures, and short videos.
 - d. All Instagram post and videos shall contain the university logo.
 - e. The features of both platforms shall be used accordingly.
19. Units and University YouTube channels shall be activated by uploading all units and University's positive videos.
 - a. All uploaded videos shall contain the university logo beside the unit's logo.
20. All forms of media communication, where applicable, shall be posted in both languages, Arabic and English, and adhere to the Printing and Publication laws issued by the Ministry of Information, Sultanate of Oman.
21. All social media accounts and journals shall be authorized by the department of Media and Marketing.
22. Any arrangement between the units and external media shall be authorized and organised by the department of Media and Marketing.
23. Issued Journal shall be published by the units certified editors.
24. The Journal shall retain the ownership of the materials sent to it and shall not send the materials to any other party.
25. The articles published in the journal shall reflect the authors opinion.
26. The journal shall respond, and review all complaints, and if the complaint was proven the press shall make a statement of the correction.
27. Employees and students at the University of Nizwa shall not mention work complaints or criticize the University, whether through social media or traditional media. In cases this is

proven, the employee /student shall be responsible for legal accountability based on the University's confidentiality agreement.

28. Employees at the University of Nizwa shall not disclose internally generalized official documents between staff and faculty or display in their social media accounts. In cases this is proven, the employee will be responsible for legal accountability based on the University's confidentiality agreement.
29. Employees shall not disclose exclusive news and accomplishments of the University in their personal accounts before the University's official accounts or units' accounts have officially been announced.
30. Employees and students shall not post or share pictures of University projects, devices, research papers, or other forms of intellectual property. In cases this is proven, the employee would be responsible for legal accountability based on University's intellectual property rights.
31. If the UoN intends to publish a faculty / student photo or video on social media, then a signed photo acknowledgment or email consent is needed from the faculty/student.
32. Recording and publishing of virtual meetings without the consent of the concerns is prohibited.
33. Prior to including a link(s) of third-party website (s) must be checked against their terms and conditions. All links must be done so that it is clear to the user that they have moved to the third party's website.

VIII. ROLES & RESPONSIBILITIES

1. Director of Media and Marketing shall:

- Oversee and supervise all the social media accounts across the University of Nizwa.
- Liaise with the University units concerning publishing information and news.
- Approve or disapprove content based on social media framework regulations.

2. Content Creator shall:

- Manage university official social media accounts.
- Prepare content within the University and outside the community for social media accounts, especially related to Instagram, Twitter, and Facebook.

- Any videos to be uploaded on YouTube should be properly edited and formatted and approved for publication.
- Upload all information on social media, arranging interviews with students or faculty who won awards to spotlight their achievements.
- Translate all responses, comments, or tweets.

3. Designer shall:

- Design the digital identity.
- Design the posts of the created content.
- Prepare all the required logos and designs in accordance with the University.

4. Photographer shall:

- Procure professional photographs and video footage intended for social media accounts.

5. Video Editor shall:

- Edit and enhance the quality of videos to be uploaded to social media.

6. UoN Media officer shall:

- Ensure update of current, news and activities on UoN media accounts.
- Approve or disapprove content based on social media framework regulations.
- Chair meeting held by the department of media and marketing for media coordinators.
- Promote the University academic programs and services on different media platforms.
- Benchmark media design and content with other universities.
- Highlight the achievements of university human resources (Faculties, Staffs, Students)
- Collect anticipated information need and post it in website accordingly.

7. Media coordinator shall:

(Refer to Guidelines for College/FI/School/Department Website Publishing [Doc Ref: UoN/AA-019/GUI/V1/2018])

IX. HISTORICAL RECORDS

April 15th, 2021: Developed by the Department of Media and Marketing.

