


Category	Public Disclosure	Policy Number	UNI-PUB-301	 جامعة زايد ZAYED UNIVERSITY
Distribution	External	Version	1.2	
Responsible Office	Vice-President	Policy Owner	GCD	
Date Approved	20 February 2024	Effective Date	20 February 2024	
Date Last Reviewed	1 February 2024	Due Date for Next Review	20 February 2027	

POLICY Social Media

1. Purpose

To regulate the use of social media within Zayed University (“**University**”), in line with internal rules and regulations, and whilst adhering to FAHR’s Guidelines for “Use of Social Media by Federal Government Employees” and “UAE Laws Related to Defamation and Cyber Crime.”

2. Scope of Application

Users from University colleges, institutes, departments, initiatives, and student body are expected to abide by the University Social Media Policy and Procedures and to stay in line with the UAE Laws Related to Defamation and Cyber Crime.

3. Definitions

Social Media	The presence of the University on social networking platforms such as Facebook, LinkedIn, X, Instagram, YouTube, and other social media platforms.
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4. Policy

4.1 The administrative unit responsible for the University social media platforms – the Government Communications Department (“**GCD**”) – operates within FAHR guidelines, concerning procedures to be followed on official University social media platforms.

4.2 The GCD is responsible for the production and management of social media content for the University’s platforms such as Facebook, LinkedIn, X, Instagram, YouTube, and other social media platforms.

4.3 All University colleges, departments, and student initiatives that have presence on social media need to verify their accounts with the GCD, and ensure they abide by the University Social Media Policy and Procedures and are in line with the UAE Laws Related to Defamation and Cyber Crime. The GCD shall develop guidelines and conduct awareness training sessions for all concerned so that everyone is aware of this policy and the related laws.

4.4 All University faculty, staff, and students are expected to adhere to ethical and responsible online behavior, in line with the UAE Laws Related to Defamation and Cyber Crime.

5. Related Policies

- “Use of Social Media by Federal Government Employees”
 - http://government.ae/documents/10138/98433/UAE_Government_Social_Media_Guidelines_English.pdf
- “UAE Laws Related to Defamation and Cyber Crime”
 - http://ejustice.gov.ae/downloads/latest_laws/cybercrimes_5_2012_en.pdf
 - http://ejustice.gov.ae/downloads/latest_laws2015/FDL_2_2015_discrimination_hate_en.pdf
- UNI-PUB-101 University Website, Publications, and Printed Materials

6. Administration

This policy is administered by the Government Communications Department.

7. Revision History

Date	Revision
20 February 2024	Approved by the Vice-President.
1 February 2024	Reviewed with no substantive changes required.
1 March 2023	Administrative changes: <ul style="list-style-type: none"> • Updated the information header and related policies. • Updated the policy number from UNI-GOV-06 to UNI-PUB-301.
4 November 2020	Approved by the President as Acting Vice-President (PD#100 of 2020).
10 September 2020	Policy reviewed with no substantive changes required.
22 December 2019	Updated the policy group, policy number, responsible office, related policy number, administration and numbering format.
1 June 2016	New policy approved by the University Council.