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MEMORANDUM

The DUHS Syndicate in its 107th Meeting held on 01.03.2025 vide Resolution / Decision No: Syn-107/01.03.2025/A.Item-4, unanimously approved the Social Media Usage Rules for Employees at DUHS.

(Dr. Ashar Afaq)

Registrar

Dow University of Health Sciences
Karachi

Copy alongwith Social Media Usage Rules for Employees at DUHS to:

1. All Heads of Constituent Institutions, DUHS.
2. All Heads of Administrative Departments, DUHS.
3. The Director, Alumni and Marketing Communication, DUHS.
4. The Director Finance, DUHS.
5. The Director, HR, DUHS with the request to take appropriate action in the matter.
6. The Director, ICT Directorate, DUHS.
7. P.A. to the Vice Chancellor, DUHS.
8. P.A. to the Pro-Vice Chancellor(s), DUHS.
9. Office Record File.



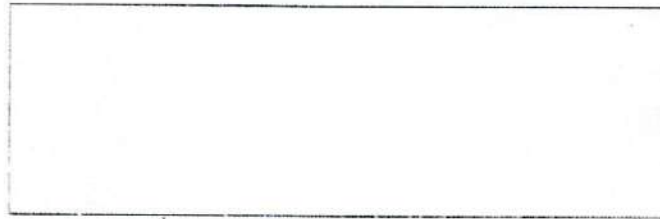
Document Name.

Social Media Usage Rules for Employees at DUHS

Document Number:

DOW UNIVERSITY OF HEALTH SCIENCES

	NAME	DESIGNATION	SIGNATURE	DATE
PREPARED BY:	Pir Mudassar Ali Shah	Director, HR		11-02-25
REVIEWED BY:	Shahzad Ahmed	Director I.T		11-02-2025
APPROVED BY:	Mohammed Saeed Quraishy	Vice Chancellor, DUHS		26/2/2025
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DATE OF ISSUE:	----			



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TERMS AND DEFINITION

TERMS	DEFINITION
Competent Authority	Vice Chancellor or the Head of the Institution / decision making body.
Social Media	Social media refers to the collection of media including blogs, X, Whatsapp, Facebook, YouTube, that allow any users to disseminate and exchange information on the Internet.
Employment	Regular, Contractual, Temporary and on Third Party contracts.
Employee	Employee / Staff / Colleague of Dow University of Health Sciences

LIST OF ABBREVIATIONS

DUHS	Dow University of Health Sciences
VC	Vice Chancellor
HR-Directorate	Human Resource Directorate
SOP	Standard Operating Procedure

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1. SCOPE

These Rules apply to all employees of Dow University of Health Sciences (DUHS), including but not limited to full-time, part-time, regular, contractual, and temporary staff. All employees are expected to comply with the Rules regardless of their employment status.

2. PURPOSE

- 2.1. These Rules are established to promote the responsible use of social media, while minimizing potential risks to DUHS resulting from inappropriate or unethical use. They aim to inform employees and staff of their obligations regarding social media usage and ensure their conduct aligns with the professional standards and values of DUHS.
- 2.2. These Rules deal with the use of all forms of social media, such as Facebook, LinkedIn, Twitter (X), Instagram, WhatsApp, Tik Tok, YouTube and all other social networking sites, internet postings and blogs. It applies to use of social media for academic / professional purposes as well as personal use that may affect DUHS in any way.

3. ROLE AND RESPONSIBILITIES

- 3.1. Responsibility for reviewing and making recommendations for change to minimize risks lies with Human Resources who will review this Rules periodically to ensure that it meets legal requirements, draws upon best practice and reflects developments in social media use and technology.
- 3.2. Respective Directors / Head of Departments / Managers have responsibilities for the effective implementation of these Rules. This includes ensuring that their team members / staff are given the opportunity to read and understand the Rules and are aware of the standards of behavior expected. While Directors, Heads, and Managers are not required to monitor the social media usage of their staff, they are obligated to take appropriate action when made aware of any behavior that falls below the required professional standards / SOPs.



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- 3.3. All employees / staff of DUHS are responsible for adhering to the requirements outlined in this Rules. Employees must ensure that their use of social media, when involving DUHS, does not damage or negatively impact the reputation, integrity, or standing of DUHS.
- 3.4. Employees are permitted to engage with social media for personal and professional purposes, provided such engagement is respectful, constructive, and aligns with the mission and values of DUHS.
- 3.5. Only focal persons of this University may issue an official statement about any matter of DUHS in public forums and they must clearly identify themselves as representatives of the university. Additionally, they are required to ensure that all shared information is accurate and reflects the official stance of DUHS. Any misrepresentation or unauthorized statements may result in disciplinary action.

4. PROHIBITED USE

- 4.1. Employees must not make any social media communications that could damage DUHS interests or reputation, whether directly or indirectly.
- 4.2. Employee are not allowed to access Social Media for personal use during office hours or by means of DUHS computers, devices, networks and other IT resources and communications systems. This could potentially lead to disciplinary action.
- 4.3. Employee must not use social media to defame or disparage the DUHS, DUHS staff or any third party; to harass, bully or unlawfully discriminate against staff / employee or any third parties; to make false or misleading statements; to directly or indirectly make derogatory comments or use offensive or inappropriate language in any social media communication; or to impersonate colleagues / staff / employees or third parties.
- 4.4. Employees of DUHS are prohibited from creating or joining any WhatsApp groups or messaging platforms that:
 - a. Engage in discussions or activities that could harm the university's reputation.
 - b. Promote illegal activities or disseminate defamatory content about the DUHS, its management, employees, students, or affiliates.



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Any employee found to be an administrator or participant in such groups will be held accountable for their involvement and may face disciplinary action in accordance with the DUHS Statutes and Code of Professional Conduct. This may include suspension, dismissal, or termination, depending on the severity of the offense.

- 4.5. Employee must not express opinions or provide advice on behalf of the DUHS via social media, unless expressly authorized to do so by Competent Authority.
- 4.6. Employee should note that if they provide advice on social media in a personal capacity on matters which relate to the DUHS's responsibilities, it is often easy for them to be identified as connected to the DUHS. Employee should therefore avoid exposing themselves to a situation where their advice or views could potentially be interpreted as those of the DUHS.
- 4.7. Employee are strictly prohibited from posting comments related to confidential information and intellectual property. Employee must not include DUHS logos or the trademarks in any social media posting or in their profile on any social media.
- 4.8. Employees are reminded of their duty of confidentiality to the DUHS under Code of Professional Conduct with regard to inappropriate disclosure of information. This duty continues after employee leave the DUHS. Employee is also reminded of their contractual obligation not to undertake any activity which may embarrass the public image of the DUHS.
- 4.9. Employees may not express views on any Social Media platform, which may either harm the national security or friendly relations with foreign states; or offend public order, decency or morality; or amount to contempt of court defamation or incitement to an offence; or, propagate sectarian creeds; or involved in any political discussion / trends.

5. CONSEQUENCES OF VIOLATION / BREACH OF RULES

- 5.1. Breach of any of the Rules may result in disciplinary action as per the DUHS Statutes and Code of Professional Conduct. Sanctions may include penalties outlined in the Efficiency and Discipline of the Employees Statute, 2007, up to and including dismissal or removal / termination, suspension or warning depending on the nature of the misconduct identified. Examples of what may

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be regarded as gross misconduct include (but are not limited to): posting derogatory or offensive comments about the DUHS, DUHS staff / employees; the deliberate or negligent disclosure of information about the DUHS's activity; and the posting of comments which may cause harm to the reputation of the DUHS.

- 5.2. The disciplinary proceeding to investigate the misconduct will be held in accordance with Efficiency and Discipline of the Employees Statute, 2007.

6. MONITORING

- 6.1. The DUHS reserve the right to monitor, intercept and review social media activity that is directly linked to the DUHS. Employees are reminded that their actions on social media, even in a personal capacity, can have professional consequences if they reflect poorly on the university.
- 6.2. The employee may be required to remove any social media content that DUHS consider to constitute a breach of the Rules. Failure to comply with such a request may in itself result in disciplinary action.

7. REPORTING VIOLATIONS

- 7.1. If any employee / staff of DUHS, is subject to harassment or derogatory comments via social media, they should bring this to the attention to Human Resource Directorate at the earliest convenience.
- 7.2. Any employee who becomes aware of or suspects a violation of this policy is encouraged to report it immediately to the Human Resources Department. Confidentiality will be maintained to the extent possible.

The Rules will be reviewed periodically to ensure their relevance and effectiveness. Employees will be duly notified of any amendments or updates.

For further clarification or inquiries, please contact the Human Resources Directorate.