

## SOCIAL MEDIA POLICY

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Title:	<b>Social Media Policy</b>
Policy Number:	GA 51/08.18
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Approval and Review:	Approved by the RHU Administrative Board on October 22, 2024
Issuing Authority:	Development - Communication and Alumni Relations Office

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### 1. RATIONALE

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At a university with so much to share, and with the growing influence of social media, RHU has established a strong presence across multiple social media platforms.

Through these platforms, the University can:

1. Extend its brand and visibility in spaces widely used by current and prospective students, faculty, and alumni.
2. Communicate effectively with diverse audiences through modern digital applications.
3. Gather, analyze, and respond to information, perceptions, and discussions about the University in constructive and actionable ways.
4. Foster a free flow of ideas, communication, and inquiries among varied audiences, including current and prospective students, faculty, staff, alumni, and other members of the RHU community as well as the broader public.

### 2. POLICY

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#### RHU Official Social Media Platforms

Social media encompasses the sharing of information, ideas, opinions, and images/videos within virtual communities and networks. Websites and applications dedicated to forums, microblogging, and social networking are among the various types of social media.

The RHU Development – Office of Communication and Alumni Relations is responsible for establishing, managing, and expanding the university’s presence across multiple social media platforms. The following are RHU’s official social media platforms established to date:

#### **Social Networks:**

- Facebook: <https://www.facebook.com/RHU.Lebanon/>
- LinkedIn: <https://www.linkedin.com/school/rafik-hariri-university/>

#### **Microblog:**

X formerly Twitter: [https://x.com/RHU\\_Lebanon](https://x.com/RHU_Lebanon)

#### **Online Video:**

YouTube: <https://www.youtube.com/@RhuEduLb99>,

Tiktok: <https://www.tiktok.com/@rhuleb>

**Photo Archive:**

Instagram: <https://www.instagram.com/rhu.lebanon/>

**Messaging and Communication:**

RHU's Official WhatsApp Business Number is 76066742.

WhatsApp Business Channel: <https://whatsapp.com/channel/0029Vb6AVyF0G0XhfxIAfs1L>

RHU Development - Communication and Alumni Relations Office has also created several official community groups on Facebook and LinkedIn:

**RHU Official Alumni Group on Facebook:** A closed group exclusively for RHU alumni. Anyone can find the group and see its members, but only members can post, like, and comment. All RHU alumni are encouraged to join to stay informed about alumni and university activities, and to connect with fellow graduates.

**RHU Official Alumni Group on LinkedIn:** A closed group exclusively for RHU alumni. Anyone can find the group and see its members, but only members can post, like, and comment. This is the official LinkedIn group for Rafik Hariri University alumni, primarily used to share job vacancies and career opportunities.

**Rafik Hariri University Admissions Group on Facebook:** An open community group for prospective students who intend to join RHU. Members can ask questions and interact with RHU and each other. RHU uses this platform to share information about admissions, registration, events, and activities, keeping prospective students and their parents updated until classes begin. This group is jointly managed by the RHU Communication, Co-op and Career Services, Registrar, Admissions, and Student Affairs Offices.

**Rafik Hariri University Co-op Training Program Group on Facebook:** An open group for all RHU students enrolled in the Co-op program. RHU uses this platform to share program-related updates and resources, helping students focus on their training and make informed career choices.

**RHU Official Hashtags**

Always include in RHU-related posts:

- #RHU
- #RAFIKHARIRIUNIVERSITY

Use when appropriate:

- #RHUINTHEMEDIA
- #RHUPROUD
- #RHUALUMNI
- #RHUATHLETICS
- #RHUGRAD
- #RHUFOUNDERDAY
- #RHULEGACY
- #RHUCAMPUS

**Expectations for Appropriate Employee Conduct on Social Media**

- When communicating publicly about RHU or RHU-related matters, always mention RHU.
- Contribute to reinforcing RHU's reputation as a quality higher education institution.
- Avoid sharing intellectual property or official RHU news from personal social media accounts.
- Never post discriminatory, offensive, or inappropriate content or commentary.

- Correct or remove any misleading or false information as quickly as possible.
- Respect the confidentiality of all community members.
- Do not like, share, or promote a competitor's page or content unless explicitly authorized by RHU.

## **Social Media Presence Guidelines for RHU Constituents, Colleges, Societies, and Clubs**

### **Considerations**

Before creating a social media presence, ask yourself:

- What is your primary message? Social media is about connection, not just broadcasting. Be ready to listen and engage meaningfully with your audience.
- Who is your target audience? Knowing your audience helps determine the best platforms (e.g., Facebook, Twitter/X, LinkedIn, Instagram, TikTok).
- What do you want to accomplish? Social media requires regular engagement and maintenance, not just occasional announcements.
- Do you have enough stories to share and time to keep your platform active?

### **Qualification**

You qualify for an RHU-affiliated social media presence if you are a college, department, office, or group officially connected to RHU and your platform:

- Boosts RHU's brand awareness.
- Strengthens loyalty between the University and its constituent groups.
- Adds relational value to the RHU community and the wider national and international audience.
- Supports the university's marketing and public relations efforts.

### **Procedure to Establish a Social Media Platform**

1. Obtain approval within your unit regarding the purpose, content, and strategy of your social media presence.
2. Seek approval from the RHU Communication and Alumni Relations Office on your media choice and strategy.
3. Adhere to the following branding guidelines:
  - Include "Rafik Hariri University" or "RHU" in your official social media account name (e.g., RHU Environment Club).
  - Clearly state your account's connection to RHU.
  - Ensure your profile icon and/or image complies with RHU branding standards; it can be an approved logo or a relevant photograph.
  - Use the RHU logo appropriately and with approval.
  - Use high-quality profile pictures, cover photos, or headers.
  - Use visuals that make the university instantly recognizable.
4. Consistently use RHU's official hashtags to enhance brand recognition (refer to RHU official hashtags).
5. Assign a dedicated administrator responsible for regularly monitoring content and postings.
6. Share the administrator's contact information with the RHU Development – Communication and Alumni Relations Office.
7. Ensure your social media account is accessible to a designated RHU staff member in your department. Once these steps are completed, the RHU Development – Communication and Alumni Relations Office will officially register your platform and announce it via the RHU website and official social media channels.

**Note:**

- RHU has only one official YouTube channel. Departments may create playlists within this channel but cannot create separate channels.
- The office is not responsible for departments or groups that do not officially notify it of their social media presence.

**Good Standing Guidelines for RHU-Affiliated Social Media Pages or Groups**

All RHU-affiliated pages or groups must:

- Comply with RHU's mission, vision, and policies.
- Follow approved University branding standards.
- Abide by the Terms of Service of the social media platforms used.
- Keep pages current and regularly updated.
- Reinforce RHU's reputation as a quality higher education institution.
- Maintain professionalism, respectfulness, and good taste in all communications.
- Take responsibility for posted content and obtain necessary approvals before publishing.
- Avoid hate speech, personal attacks, violence, sexually explicit content, religious or political posts; promptly remove any such content if posted.
- Protect the confidentiality of RHU community members.
- Maintain transparency and accuracy in all communications.
- Respect copyright and fair use laws when posting content.
- Follow consistent posting schedules and avoid long periods of inactivity.
- Observe a 24-hour social media blackout following major national instability events or the death of a community member or friend, as a sign of respect.
- Promptly admit and correct any mistakes made in posts or communications.

### 3. STAKEHOLDER IMPACT AND SCOPE

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It is the responsibility of each RHU student, faculty and staff member to familiarize themselves with RHU University Social Media Policy relevant to their area of work, and execute their responsibilities in reviewing petitions and completing forms accordingly. This policy will also impact our external audience.

### 4. RELATED DOCUMENTS

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- > University Communication Policy
- > University Media Policy
- > University Strategic Handbook 2015-2020
- > University Brand Identity Guidelines
- > University Catalogue

### 5. APPROVAL AND REVIEW

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**Approved by RHU Administrative Board on October 22, 2024**