

JUDSAA Social Media Policy - 2025



জাহাঙ্গীরনগর বিশ্ববিদ্যালয় পরিসংখ্যান বিভাগ অ্যাসোসিয়েট অ্যাসোসিয়েশন
Jalpaiguri University Department of Statistics Alumni Association

Preamble

The Jahangirnagar University Department of Statistics Alumni Association (JUDSAA) recognizes the power of social media as a tool for communication, engagement, and community building among its members. This Social Media Policy establishes guidelines to ensure responsible, respectful, and professional use of social media platforms associated with JUDSAA. It aims to foster a positive digital environment that reflects the values of the association while protecting the interests of its members and the broader community.

Table of Contents

1.0	Short title and commencement	1
2.0	Definitions	1
3.0	Scope	1
4.0	Objectives	2
5.0	Policy Guidelines	2
6.0	Monitoring and actions	3
7.0	Roles and Responsibilities	3
8.0	Response Management and Engagement	4
9.0	Privacy and Security	4
10.0	Platform-Specific Rules	4
11.0	Admin Panel	7
12.0	Monitoring and Evaluation	7
13.0	Integration and Consistency	8
14.0	Violations and Consequences	8
15.0	Crisis and Issue Management	8
16.0	Approval and Implementation	8
17.0	Review and Amendments	8

1.0 Short title and commencement

- 1.1 This policy may be called the JUDSAA Social Media Policy, 2025.
- 1.2 It shall come into force immediately after getting approval from the EC.

2.0 Definitions

This policy, unless there is anything repugnant in the subject or context, -

- 2.1 'Social Media' refers to any online platform or application (such as websites for social networking and microblogging) through which users create online communities to create, share or exchange information, ideas, personal messages, and other content (such as videos). This includes but is not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, blogs, podcasts, forums, and messaging apps. Social media differs from traditional media in terms of quality, reach, frequency, usability, relevancy, and permanence.
- 2.2 A 'Digital Device' is an object that contains a computer machine or microcontroller and can perform various tasks using a computer program. Digital devices can create, generate, send, share, communicate, receive, store, display, or process information in the form of digital signals. Examples of digital devices include smartphones, tablets, laptops, smartwatches, digital cameras, IOT and similar devices which connect machines or people.
- 2.3 'Association' means the Jahangirnagar University Department of Statistics Alumni Association (JUDSAA).
- 2.4 'Executive Committee' means the committee formed under section 18 of the constitution of the Association.
- 2.5 'Member' means the persons defined under section 2 of the constitution of the Association.
- 2.6 'Staff' means the persons indicated under sub-section 20(3)(h) of the constitution of the Association.

3.0 Scope

- 3.1 This policy applies to all members and staffs of the Association who use social media in any capacity, whether for personal or professional purposes.
- 3.2 This policy also applies to any social media accounts or pages that are created or managed by the Association or its representatives or any member or staff of the Association.

4.0 Objectives

- 4.1 The purpose of this policy is to establish guidelines for the management, use, and monitoring of JUSDAA's social media accounts. This policy ensures that all social media activities align with the association's mission, values, and goals while maintaining professionalism and consistency.
- 4.2 The fundamental purpose of this policy is to protect the reputation of the JUSDAA and to ensure that the Members conduct themselves in a professional manner online.

5.0 Policy Guidelines

- 5.1 The Association recognizes the value and potential of social media as a tool for communication, engagement, education, and advocacy. The Association encourages its members and staffs to use social media responsibly and respectfully in accordance with the principles mentioned hereby.
- 5.2 Identify yourself as a member or staff of the Association when using social media for professional purposes. Do not use anonymous or pseudonymous accounts or profiles. Do not misrepresent yourself or the Association. Do not post any information that is false, misleading, or inaccurate.
- 5.3 Show respect to the opinions and views of others, even if they differ from yours. Do not engage in any abusive, harassing, discriminatory, defamatory, or offensive behavior. Do not post any content that violates the privacy, intellectual property, or human rights of others. Do not post any content that is illegal, obscene, violent, or harmful.
- 5.4 Use good judgment and common sense when using social media. Consider the impact and consequences of your posts before you publish them. Do not post any content that could damage the reputation or interests of the Association or its members. Do not post any confidential or sensitive information about the Association or its members without proper authorization. Do not post any content that could compromise the security or safety of you or others. If you make a mistake or encounter a problem, admit it, and correct it as soon as possible.
- 5.5 Do not post any content that could conflict with your professional obligations or duties. Do not post any content that could undermine the trust or confidence of your clients, colleagues, partners, or stakeholders. Do not use social media for personal gain or advantage at the expense of the Association or its members.
- 5.6 Refrain from Anti Government and State activities in any form.

- 5.7 The issuer of the content shall be personally responsible and liable for any unauthorized content sharing in the Association or any other related social media channels.
- 5.8 Refrain from any debate or discussion which may hurt religious feeling of any group, political philosophy, or minority of Bangladesh.
- 5.9 Official website or any other website approved by the authority shall be the platform for any discussion, debate, or clarification relevant to the Association, members, or staffs. All concerned shall use the official websites/social media to raise any voices and concerns. Any other websites belonging to a member, a group of members, staff(s) or community must be discontinued. The admin of official websites/social media will be the authorized department/individual of Association as approved by the EC.
- 5.10 The members are encouraged to use social media to share their professional knowledge and expertise with others. The members should also use social media to build relationships with other professionals and to promote the profession. The Association and profession related concerns may also be raised.
- 5.11 The members and staff shall use social media in a professional and ethical manner, including, (a) being respectful of others, even when disagreeing with them, (b) avoiding making discriminatory or offensive statements, (c) not engaging in self-promotion that is misleading or deceptive, (d) not disclosing confidential or proprietary information, and (e) not engaging in any activities that could damage the reputation of the profession.

6.0 Monitoring and actions

- 6.1 The Association reserves the right to monitor, review, and remove any social media content that violates this policy.
- 6.2 The Association also reserves the right to take disciplinary action against any member or staff who violates this policy.
- 6.3 Disciplinary action may be taken as per provision vested upon the Executive by the constitution of the Association.

7.0 Roles and Responsibilities

1. **Social Media Committee:** A dedicated Social Media Committee (SMC) will oversee all social media activities. This committee will consist of:

1. IT & Social Media Secretary	Head
2. Publicity, Media & PR Secretary	Co-Head
3. General Secretary	Member

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|-------------------------|--------|
| 4. Organizing Secretary | Member |
| 5. Office Secretary | Member |
2. **Content Approval:** All posts, updates, and content must be reviewed and approved by the Social Media Manager or designated panel members before publishing.
 3. **Platform-Specific Moderators:** Each platform (e.g., Facebook Group, WhatsApp Group) will have assigned moderators to ensure compliance with this policy.

8.0 Response Management and Engagement

- 8.1 The Social Media Committee (SMC) shall be responsible for responding to queries, concerns, and interactions raised by members, alumni, students, or staff. All queries shall be taken seriously and addressed with careful consideration.
- 8.2 Responses to comments, messages, and inquiries should be prompt, courteous, and professional. Negative feedback must be handled professionally, with sensitive issues escalated to the SMC for resolution.
- 8.3 The response timeline shall be within 7 days of receiving the query or concern. In exceptional cases, depending on the severity and sensitivity of the issue, the Executive Committee (EC) may extend this period to a maximum of 30 days.
- 8.4 To foster engagement, the SMC shall encourage alumni and members to interact with posts, share updates, and participate in discussions to strengthen the community.

9.0 Privacy and Security

1. **Data Protection:** Do not share personal information (e.g., phone numbers, email addresses) of members without their consent.
2. **Password Management:** Social media account passwords must be securely stored and shared only with authorized committee members.
3. **Reporting Misuse:** Report any unauthorized use or security breaches of social media accounts immediately to the Social Media Committee.

10.0 Platform-Specific Rules

10.1 Facebook Page/Group:

- 10.1.1 **Purpose:** Central hub for announcements, events, and discussions.

10.1.2 Setup:

- o Create a **Facebook Page** for official announcements and updates.
- o Create a **Facebook Group** for informal interactions, discussions, and networking.

10.1.3 Content Ideas:

- o Alumni success stories.
- o Department updates (e.g., new programs, faculty achievements).
- o Event promotions (e.g., reunions, webinars, workshops).
- o Job postings and career opportunities.
- o Throwback photos and memories.

10.1.4 Engagement:

- o Regular posts (2-3 times per week).
- o Polls, Q&A sessions, and live events to encourage interaction.

10.2 Facebook Messenger

10.2.1 Purpose: Instant communication for queries and updates.

10.2.2 Setup:

- o Enable Messenger for the Facebook Page.
- o Use automated responses for FAQs.

10.2.3 Use Cases:

- o Event reminders.
- o Answering alumni questions.
- o Sharing quick updates.

10.3 WhatsApp Group

10.3.1 Purpose: Real-time communication for quick updates and networking.

10.3.2 Setup:

- o Create multiple groups based on batches, regions, or interests (e.g., JUDSAA Executive Committee, JUDSAA Advisory Council, JUDSAA Batch Representatives, JUDSAA Expat Chapter).

10.3.3 Rules:

- o Set clear guidelines to avoid spam.

- o Appoint admins to manage the group.

10.3.4 Content Ideas:

- o Event reminders.
- o Quick updates (e.g., job openings, urgent news).
- o Casual conversations and networking.

10.4 YouTube Channel

10.4.1 Purpose: Share video content to engage and inform alumni.

10.4.2 Content Ideas:

- o Alumni interviews and success stories.
- o Recorded webinars and workshops.
- o Department highlights (e.g., campus tours, faculty talks).
- o Tutorials and career advice (e.g., statistics-related skills, resume building).

10.4.3 Frequency:

- o Upload 1-2 videos per month.

10.4.4 Promotion:

- o Share videos on Facebook, WhatsApp, and email newsletters.

10.5 Website

10.5.1 Purpose: Centralized platform for information, resources, and updates.

10.5.2 Features

- o **Homepage:** Overview of JUDSAA, mission, and vision.
- o **Events Calendar:** Upcoming events and registration links.
- o **Alumni Directory:** Searchable database of alumni (with privacy controls).
- o **News & Updates:** Blog-style posts about department and alumni achievements.
- o **Resources:** Career guides, job boards, and academic resources.
- o **Contact Us:** Form for inquiries and feedback.

10.5.3 Hosting:

- o Engage a vendor to manage the hosting subject to approval of the EC.

10.5.4 Maintenance:

- o Regularly update content and ensure mobile responsiveness.

10.6 Mass Messaging

10.6.1 **Purpose:** Reach all alumni quickly with important updates.

10.6.2 **Tools:** Use platforms like WhatsApp Business, Telegram, or SMS services.

10.6.3 **Content Ideas:**

- o Event invitations.
- o Urgent announcements (e.g., fundraising campaigns, emergencies).
- o Monthly newsletters (short summaries with links to detailed content).

10.7 Email

10.7.1 **Purpose:** Formal communication and detailed updates.

10.7.2 **Setup:**

- o Use Gmail, Yahoo Mail, Hotmail etc.
- o Develop Association's own email domain.

10.7.3 **Content Ideas:**

- o Monthly newsletters (e.g., alumni spotlights, department news, upcoming events).
- o Event invitations and registration links.
- o Surveys and feedback requests.

10.7.4 **Frequency:**

- o Send emails 1-2 times per month to avoid overwhelming subscribers.

11.0 Admin Panel

11.1.1 For an association's social media account, the admin should ideally be someone with strong communication skills, a good understanding of the association's goals and target audience, and preferably someone from the marketing or communications team, or a designated committee member with the time and ability to actively manage the account, ensuring consistent messaging and engagement with members.

11.1.2 Admin panels shall be formed by the SMC based on specific media needs.

12.0 Monitoring and Evaluation

1. **Analytics:** Regularly review social media analytics (e.g., engagement rates, reach) to assess performance.

2. **Feedback:** Collect feedback from members to improve social media activities.
3. **Policy Review:** Review and update this policy annually to ensure it remains relevant and effective.

13.0 Integration and Consistency

- 13.1 **Branding:** Use consistent logos, colors, and messaging across all platforms.
- 13.2 **Cross-Promotion:** Share links to the website, YouTube channel, and Facebook group in emails and WhatsApp messages.

14.0 Violations and Consequences

1. **Violations:** Any violation of this policy (e.g., sharing inappropriate content, misuse of accounts) will be addressed by the Social Media Committee.
2. **Consequences:** Violators may face temporary or permanent removal from social media groups or other disciplinary actions as deemed necessary.

15.0 Crisis and Issue Management

- o Any issue or crisis on social media should be reported immediately to the SMC.
- o The SMC, in consultation with the EC, will determine the appropriate response or resolution.
- o In cases of misinformation, an official statement should be issued promptly to clarify matters.

16.0 Approval and Implementation

This policy has been approved by the JUSDA Executive Committee in its meeting held on July 17, 2025 and is effective immediately. All members, Admin Panel and Social Media Committee are expected to adhere to this policy.

17.0 Review and Amendments

- o This policy shall be reviewed periodically and updated as necessary.
- o Any amendments must be approved by the EC before implementation.