


# Charter for the Use of Saint Joseph University of Beirut Social Networks

*(The French text of this Charter was approved by the Executive Board at its 165th meeting on November 21, 2016,  
and endorsed by the University Board at its 188th meeting on February, 2017)*



Université Saint-Joseph de Beyrouth (Saint Joseph University of Beirut) – *hereinafter referred to as USJ or the University* – is active on social networks through official accounts managed by the University's Publication and Communication Office (SPCOM).

It publishes news about the University on these social networks, including academic, scientific, cultural, sports and student life activities.

It recognizes the importance of social networks in its communication strategy and encourages students, faculty and staff, who are part of the USJ community, to promote its activities through their personal social networking and content publishing channels, while adhering to the good practices outlined in this document.

## Scope of the Charter

This Charter is intended for you, members of the USJ community who use social networks to discuss topics related to the University or one of its components.

It is meant to be applied when using social networks to engage in conversations or discussions about the University or one of its components, or to claim your belonging to the USJ community.

The purpose of this Charter is to outline the good practices for the use of social networks while respecting the image of the University and its components, in accordance with the regulatory provisions, in particular Article 11 of the General Rules of the Academic Regulations.

## Guide to Good Practices


As a member of the USJ community, you have an impact on the image and reputation of the University, both in your private life and in your academic and professional relationships.

Thus, when you talk about the University or one of its components in social networks, you must adhere to the following rules:

- Only spokespersons appointed by the University may speak officially on behalf of the Institution.
- When you voice opinions and/or comments about the University or one of its components, you are doing so in your own name and you are the sole responsible for your statements. Therefore, you must identify yourself by stating your identity and your status (student, instructor or staff member) at the University.

You shall not make statements:

- that do not respect the values of the University;
- that harm the image of the University, its components or its representatives;
- that violate human dignity (abusive, defamatory, obscene, pornographic, racist, xenophobic, homophobic, etc.);
- that are violent or incite to violence;
- that reflect partisan political opinions.

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- If your statements seriously damage the University's image, you may be subject to disciplinary action and, possibly, legal action by the individuals implicated by your statements.
  - Before posting any information on social media, be sure to check that you respect the rights of the individual (image rights, privacy, etc.), intellectual and artistic property rights, and the University's Personal Data Protection and Confidentiality Agreement. Students shall not publish course material without obtaining permission from the instructor of the course.
  - Do not publish any promotional or spam material.

As a general rule, you should recognize that social networks are public spaces that are accessible to everyone. By engaging or publishing on these networks, you lose ownership and exclusivity of what you broadcast: anyone can, without your consent, reproduce, rebroadcast and disseminate your opinions, your conversations or your material (written, spoken or visual).

## Creating an Account on Social Networks

An increasing number of members of the USJ community want to create accounts (page, group, etc.) for their entities (chapters, clubs, laboratories, offices, etc.) or an event. It is necessary to follow the procedure in effect for this purpose.

When creating an account, you must make sure to comply with the University's visual identity charter and to use the visual components provided to you by SPCOM. You should also make sure that the account is kept active by transferring access rights, especially when the account manager leaves the University.

## Notice

- USJ does not endorse any of the comments posted by members or visitors on its official social networks; its views are expressed only by its designated spokespersons.
- USJ has the right to monitor all contributions made to its official social networks after they have been posted, especially inappropriate or offensive comments.

## References

- [http://www.dauphine.fr/fileadmin/mediatheque/Communication/charte/Charte\\_d\\_utilisation\\_des\\_medias\\_sociaux\\_UPD.pdf](http://www.dauphine.fr/fileadmin/mediatheque/Communication/charte/Charte_d_utilisation_des_medias_sociaux_UPD.pdf)
- *Charte d'utilisation des réseaux sociaux – Université Joseph Fourier Grenoble*
- [www.cnil.fr](http://www.cnil.fr)
- [www.legifrance.gouv.fr](http://www.legifrance.gouv.fr)



## **Annex to the Charter for the Use of Saint Joseph University of Beirut Social Networks**

### **The University's Online Presence**

Saint Joseph University of Beirut is present on the following platforms and social networks:

- Website: [www.usj.edu.lb](http://www.usj.edu.lb)
- Facebook: Université Saint-Joseph de Beyrouth
- Twitter: @usjliban
- Instagram: usjliban
- LinkedIn: Saint Joseph University of Beirut
- YouTube: USJ TV

These accounts are managed by the Publications and Communication Office.

For your queries, kindly reach out to: [spcom@usj.edu.lb](mailto:spcom@usj.edu.lb)

### **USJ Facebook Page**

<http://www.facebook.com/usj.edu.lb>

The USJ Facebook page is used to share news and cover events organized by the University or that are otherwise related to it. The University also replies to users who reach out via Messenger and refers them to the relevant staff or office.

You can interact with the content by using the available tools, posting comments, or sharing it with your public. Please keep in mind that your contributions, once published, become accessible to the general public.

Please respect the good practices outlined in the “Charter for the Use of Saint Joseph University of Beirut Social Networks”, but also the following recommendations:

- Mind your language.
- Use the languages spoken at the University (Arabic, French, English).
- Avoid discussions that are personal or unrelated to the topic being discussed.
- Avoid repeatedly posting the same comment.
- Respect the privacy of others and do not disclose their personal information (phone number, email address, home address, etc.).
- Make sure that the exchanges are shared: criticisms and disagreements must be justified and should not degenerate into verbal abuse or taking sides with other participants.



## USJ Twitter Account

<http://www.twitter.com/usj.edu.lb>

Twitter allows you to share short posts (280 characters). On this platform, USJ provides live coverage of events happening on USJ campuses and announces official statements from the Secretariat-General. It also interacts with the press, political and artistic figures, research centers, etc. It also interacts with content shared by people mentioning it or using its hashtag.

## USJ Instagram Account

<http://www.instagram.com/usjliban>

On the News Feed, USJ posts artistic photos of the University on Instagram, capturing the essence of student life and the liveliness across its campuses, with captions and hashtags, whereas Short Stories are generally dedicated to a more “journalistic” use that aims to cover the University’s cultural and academic events. The University also engages with users via the application’s instant messaging section (*Instagram Direct*).

## USJ LinkedIn Account

<https://www.linkedin.com/school/usjliban/>

USJ has only one “university” page on LinkedIn, on which it promotes major business events, research papers, and vacancies advertised by the Human Resources Office.

## USJ YouTube Channel

<https://www.youtube.com/c/USJTV>

USJ has only one official channel on YouTube, USJ TV. Short videos about the University or one of its components, produced by the Publications and Communication Office, are to be uploaded to the YouTube channel; whereas, longer videos are to be uploaded to the video library.

## General Recommendations

For all of the above-mentioned platforms and social networks, be sure to respect the good practices mentioned in the “Charter for the Use of Saint Joseph University of Beirut Social Networks”, but also the following recommendations:

- Take a moment to reflect on the relevance of what you are going to post. If in doubt, do not proceed.
- Limit yourself, as much as possible, to your field of expertise.
- Cite your sources when appropriate.
- Keep track of your online interactions.



## For a Better Visibility of USJ

- On the components' Facebook pages of the University, you can:
  - o Use the logo and official name of the relevant entity followed by “- USJ” (e.g., “Faculty of Religious Studies – USJ”, “Student Life – USJ”, etc.);
  - o “Like as Page” the official USJ page;
  - o Share content posted on the official page that may be of interest to your community;
  - o Boost major events: this can only be done by the Publications and Communication Office in coordination with the relevant entity to establish the boosting period and the corresponding budget.
  
- It is also recommended to:
  - o Use the hashtag #USJLiban;
  - o Share, repost, retweet, etc. news or photos from USJ networks rather than copy and paste content;
  - o Observe a 24-hour blackout on social media following a major event of instability in Lebanon or the death of a community member or friend as a sign of respect to the community.
  
- USJ reserves the right to suspend any social media account (except for Facebook) belonging to an institution or entity of the University, should that account fail to update its content on a weekly basis. Occasional news from said institution or entity may be advertised on the University's official social networks.