



1. POLICY NAME: **USE OF AUD SOCIAL MEDIA CHANNELS**

2. POLICY CATEGORY: **GENERAL POLICIES**

3. POLICY STATEMENT:

With social media, the AUD Community grows beyond the walls of the university to include the whole world. AUD's Facebook[®], Twitter[®], LinkedIn[®], Instagram[®], and YouTube[®] profiles have been created to share news and events about the university and its community. It is important that we remain respectful of the environment in which we are in, mindful of other people and constructive in our day-to-day postings. The following guidelines will keep AUD's social media profiles up to standard:

Posting comments: while feedback and criticism are always welcome, they need to be constructive. No political, religious, racist, commercial, sexual, alcohol and tobacco-related or potentially offensive content may be posted on AUD's social media profiles. Material deemed offensive by the Administrators will immediately be deleted and the student will be blocked.

Advertising and Promotions (Anti-Spam): some promotions and advertising pertaining to the AUD Community may be welcome but requires the Administrators' approval. Abuse on AUD's social media profiles will be considered as spam and dealt with accordingly. Advertising and promotions deemed as spam by the Administrators will immediately be deleted and the person and/or company will be blocked.