



MALLA REDDY VISHWAVIDYAPEETH

(Deemed to be University)

Recognised under section 3 of The UGC Act, 1956, vide Notification No.9-4/2024-U.3(A) by
Department of Higher Education, Ministry of Education, Government of India.

MRV SOCIAL MEDIA POLICY



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SOCIAL MEDIA POLICY

1. Preamble

Malla Reddy Vishwavidyapeeth (MRV), a Deemed to be University established under Section 3 of the UGC Act, 1956, recognizes the transformative power of social media as a tool for academic communication, knowledge dissemination, professional networking, and institutional outreach. Social media platforms — including but not limited to Instagram, Facebook, X (formerly Twitter), LinkedIn, YouTube, WhatsApp, Telegram, Threads, and emerging platforms are increasingly integral to the academic and professional lives of students, faculty, and staff.

At the same time, the University acknowledges the unique responsibilities that arise from operating across diverse health science disciplines Medical, Dental, Nursing, Pharmacy, Allied Healthcare, Public Health, and Digital Health where patient confidentiality, professional ethics, regulatory compliance, and public trust are paramount considerations that extend into the digital sphere.

"MRV encourages the responsible, creative, and constructive use of social media while upholding the University's values of integrity, professionalism, respect, and patient-centricity. This policy is not about restriction — it is about empowerment through responsible digital citizenship."

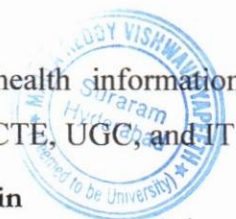
2. Vision and Objectives

2.1 Vision

To build a digitally empowered MRV community that leverages social media as a responsible vehicle for academic excellence, community engagement, institutional branding, and professional growth while upholding the highest standards of ethics, privacy, and integrity.

2.2 Objectives

- To establish clear, fair, and enforceable guidelines for social media use by all members of the MRV community.
- To protect patient confidentiality, personal privacy, and sensitive health information as mandated by applicable regulations (NMC, NCAHP, DCI, INC, PCI, AICTE, UGC, and IT Act 2000/Amendment 2008).



- To protect patient confidentiality, personal privacy, and sensitive health information as mandated by applicable regulations (NMC, NCAHP, DCI, INC, PCI, AICTE, UGC, and IT Act 2000/Amendment 2008).
- To safeguard the institutional reputation, intellectual property, and brand identity of MRV.
- To promote professional and ethical conduct in online environments consistent with the standards expected in health sciences and engineering professions.
- To empower faculty, students, and staff to use social media constructively for academic and professional advancement.
- To prevent misuse including cyberbullying, misinformation, harassment, and unauthorized disclosure of institutional data.
- To align MRV's digital conduct standards with national and international norms for health professions education.

3. Scope and Applicability

This policy applies to all members of the MRV community in their use of social media in any context personal or professional where MRV, its programs, stakeholders, patients, or activities are involved. This includes:

S.No	Stakeholder Group	Coverage	Context
1	Students (UG, PG, Fellowships, Doctoral)	All programs: Medical, Dental, Nursing, Pharmacy, Engineering, Allied Healthcare, Public Health, Digital Health, and under the programs of SoE	Personal & academic use where MRV-related content is involved
2	Faculty (Regular, Contract, Adjunct, Visiting)	All Schools and Constituent Colleges	Professional, academic, and personal use referencing MRV or its stakeholders
3	Non-teaching Staff & Administrative Personnel	All departments and offices	Any use involving MRV activities, data, or

			stakeholders
4	Researchers & PhD Scholars	Research Directorate, all labs and centers	Research output, collaboration, and IP-related communications
5	Interns, Clinical Trainees & Residents	Hospitals, clinics, labs affiliated to MRV	Clinical postings, patient environments, and professional conduct
6	Official MRV Social Media Accounts	University Branding and Digital Marketing, IQAC, Schools, IIC, NSS, etc.	All official content published on behalf of MRV

4. Definitions

Term	Definition
Social Media	Digital platforms and applications that enable users to create, share, or exchange information, ideas, and content including social networks (Facebook, Instagram, LinkedIn, X), messaging apps (WhatsApp, Telegram), video platforms (YouTube, Reels), blogs, podcasts, forums, and review sites.
Official MRV Social Media Account	Any account or profile created and managed under the name of MRV or any of its Schools, departments, cells, clubs, or associations, with authorization from the University Branding and Digital Marketing.
Personal Account	Any account operated by an individual member of the MRV community in their personal capacity, not representing MRV officially.
Patient / Clinical	Any information that identifies, directly or indirectly, a patient

Information	receiving care in MRV-affiliated clinical settings, including photographs, case details, treatment records, or locations.
Sensitive Institutional Information	Non-public information relating to MRV's finances, legal matters, faculty/staff HR matters, examination data, policy deliberations, or strategic plans.
Cyberbullying / Online Harassment	The use of digital platforms to intimidate, threaten, demean, or harass any individual or group.
Misinformation / Disinformation	The intentional or unintentional sharing of false or misleading information, including unverified health claims, fake news, or fabricated data.

5. General Principles of Responsible Social Media Use

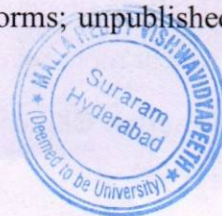
5.1 Professionalism and Dignity

- All members of the MRV community shall conduct themselves on social media in a manner consistent with the professional standards expected in their field.
- Posts, comments, shares, or messages must not demean, disrespect, or harm any individual, group, institution, community, religion, caste, gender, or nationality.
- Health sciences students and faculty are reminded that online conduct is considered part of professional identity prospective employers, licensing bodies, and patients may review social media profiles.

5.2 Accuracy and Integrity

- Members shall not share unverified health information, pseudoscientific claims, or misinformation on social media.
- When sharing academic or scientific content, sources must be credible and properly attributed.
- Faculty sharing research findings must adhere to academic integrity norms; unpublished or peer-review-pending data must not be disclosed publicly.

5.3 Transparency and Disclosure



- When expressing personal opinions on professional or academic matters, members must clearly state that the views expressed are their own and do not represent the views of MRV.
- Members must not impersonate MRV, its officials, or any other institution on social media.

5.4 Respect for Privacy

- No member shall share private information about colleagues, students, or patients without explicit consent.
- Group photographs from events may be shared only when participants have implicitly or explicitly consented through participation in a public university event.
- Personal contact information of faculty, staff, or students must never be shared publicly on social media.

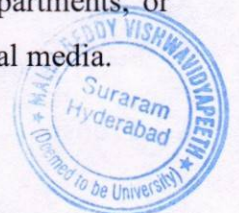
6. Patient Confidentiality and Clinical Ethics — Special Provisions

This section is mandatory reading for all students, faculty, and staff in Medical, Dental, Nursing, Pharmacy, Allied Healthcare, Public Health, Digital Health, and all clinical or hospital-based programs. Violations in this section may constitute professional misconduct under NMC, NCAHP, DCI, INC, and PCI regulations.

6.1 Absolute Prohibitions in Clinical Contexts

- Photographing, filming, or recording patients, clinical procedures, case files, prescriptions, or investigations at any MRV-affiliated hospital, clinic, or healthcare facility for personal social media use is strictly PROHIBITED.
- Sharing any patient-identifiable information (name, age, diagnosis, image, location, or case narrative) on social media even if the patient is not explicitly named a serious violation of patient privacy and professional ethics.
- Clinical case discussions must not be conducted on public social media platforms or personal WhatsApp/Telegram groups involving non-clinical members.
- "Selfies" or photographs taken in clinical wards, OTs, ICUs, emergency departments, or patient rooms even without patients in frame are not permitted on personal social media.

6.2 Permitted Clinical Social Media Use



- Sharing medically accurate, publicly available health awareness content such as vaccination drives, disease prevention tips, World Health Days is encouraged, provided the source is credible and content is clearly marked as general awareness.
- Publishing research, case studies, or academic work on professional platforms (ResearchGate, Academia.edu, LinkedIn) is permitted after institutional review and, where applicable, patient consent documentation is in place.
- Participating in academic conferences, webinars, and professional healthcare forums online is encouraged for professional development.

6.3 Digital Health and Health Informatics Programs — Additional Provisions

- Students and faculty in the School of Digital Health must adhere to Health Data Privacy norms including those aligned with NHP Digital Health frameworks and the DPDP Act 2023 (Digital Personal Data Protection Act).
- AI-generated health content or tools developed as student projects must not be shared publicly without faculty review and IQAC clearance.
- Datasets used for academic projects involving patient health records must be anonymized and must not be shared, uploaded, or discussed on social media.

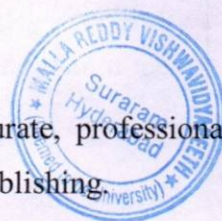
7. Official MRV Social Media Accounts — Governance

7.1 Authorization and Management

- Only accounts authorized by the University Branding and Digital marketing and IQAC may represent MRV officially on any social media platform.
- All Schools, departments, student bodies, clubs, NSS units, IIC chapters, and cells wishing to create an official social media presence must seek prior approval from the Branding and Digital Marketing and register their accounts in the University's Official Social Media Register.
- Unauthorized accounts using the MRV name, logo, or seal shall be reported for takedown in accordance with platform terms of service and applicable law.

7.2 Content Standards for Official Accounts

- All content posted on official MRV accounts must be factually accurate, professionally worded, and reviewed by the designated account administrator before publishing.



- Official accounts must not engage in political commentary, religious debate, or content that is not related to MRV's academic, research, or community mission.
- Branding must conform to MRV's approved color scheme, official logo, and institutional tagline.
- Student achievement posts, research publications, event coverage, and alumni spotlights are encouraged on official accounts.

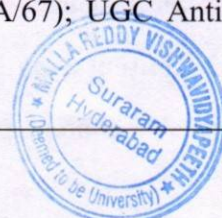
8.3 Crisis Communication Protocol

- In the event of a crisis (health emergency, institutional incident, natural disaster), official social media communication shall be coordinated exclusively by the University Branding and Digital Marketing under the direction of the Vice-Chancellor's/Registrar's Office.
- No faculty, staff, or student shall issue statements on behalf of MRV during a crisis without prior authorization.
- Misinformation during crises must be actively countered through official channels only.

9. Prohibited Conduct — What Must Never Be Done

The following constitute serious violations of this policy and may attract disciplinary action, including academic penalties, employment consequences, or referral to statutory bodies or law enforcement as appropriate.

#	Prohibited Act	Regulatory / Legal Basis
1	Sharing patient photographs, clinical records, or case details without documented consent	NMC CBME Guidelines 2024; INC; DCI; IT Act 2000; DPDP Act 2023
2	Posting content that defames, harasses, or discriminates against any individual or group	IT Act 2000 (Section 66A/67); UGC Anti-Ragging Regulations; IPC



3	Sharing false, misleading, or unverified health information to the public	NMC; WHO Infodemic Guidelines; IT Act 2000
4	Disclosing confidential institutional information (examination data, HR matters, financial data, legal proceedings)	UGC DTBU Regulations 2023; IT Act 2000
5	Impersonating MRV, its officials, or any other person or institution	IT Act 2000 Section 66D; IPC Section 419/420
6	Creating unauthorized social media accounts in the name of MRV or any of its units	University Communications Policy; Trademark laws
7	Using social media to incite unrest, organize illegal assemblies, or promote political extremism	UGC Regulations; IT Act; IPC
8	Uploading or sharing content that violates intellectual property rights (copyrighted material, plagiarized content)	Copyright Act 1957; IT Act 2000
9	Cyberbullying, online stalking, or threats directed at any member of the MRV community	IT Act 2000; UGC Anti-Ragging; IPC Sections 354D, 507
10	Sharing AI-generated health content or research data outputs without institutional clearance	DPDP Act 2023; MRV IP Policy; NMC/NCAHP/AICTE norms

10. Encouraged and Positive Use of Social Media

MRV actively encourages all community members to leverage social media positively for the following purposes:



Encouraged Activity	Examples / Notes
Academic Knowledge Sharing	Sharing articles, journals, research updates, and health literacy content with proper attribution and from verified sources.
Professional Networking	Using LinkedIn to connect with healthcare professionals, researchers, and alumni; sharing career achievements and certifications.
Research Dissemination	Publishing research summaries, conference presentations, and published paper abstracts (after publication) on academic platforms.
Institutional Pride and Advocacy	Sharing MRV events, achievements, awards, rankings, and milestones to promote the University's visibility.
Health Awareness and Public Education	Creating and sharing evidence-based health awareness content relevant to MRV's mission areas — preventive care, mental health, nutrition, public health campaigns.
Student Community Building	Running student chapter pages, club handles, and academic interest groups with responsible and constructive content.
Innovation and Entrepreneurship	Sharing IIC activities, hackathon results, startup milestones, and innovation awards with proper institutional credit.
Alumni Engagement	Showcasing alumni career success stories, return visits, and mentoring activities to inspire current students.

11. Intellectual Property and Copyright

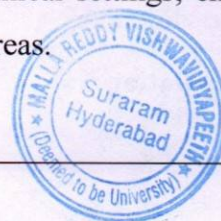
- MRV's name, logo, seal, taglines, branding materials, and visual identity are registered intellectual property and must not be used on personal social media accounts without written authorization from the University Branding and Digital Marketing.



- Content created by students, faculty, or staff as part of MRV-funded or MRV-supervised academic work including research outputs, training videos, course materials, and institutional publications remains the intellectual property of MRV until otherwise specified in a written agreement.
- Sharing copyrighted material (images, articles, videos, music) on social media without appropriate license or permission is prohibited, consistent with the Copyright Act 1957.
- Faculty sharing lecture recordings, course content, or academic material must ensure that student performances, identities, and learning assessments are not publicly accessible without consent.

12. Roles and Responsibilities

Stakeholder	Key Responsibilities
IQAC	Policy oversight; annual review; monitoring compliance; incorporating social media conduct evidence in NAAC documentation.
University Branding and Digital marketing	Authorizing and registering official accounts; managing official MRV presence; crisis communication; branding compliance; social media training.
Vice-Chancellor's Office	Approving policy; authorizing crisis communications; reviewing serious violation cases.
Dean / Principal of School / College	Ensuring faculty and students in their school are aware of and comply with this policy; reviewing department-level violations.
Head of Department / Faculty	Role-modelling responsible social media conduct; advising students; reporting violations to the University Branding and Digital Marketing / IQAC.
Clinical Faculty / Hospital Administrators	Enforcing patient confidentiality provisions in clinical settings; ensuring no unauthorized use of mobile devices in patient areas.



Students	Reading, understanding, and complying with this policy; reporting cyberbullying or policy violations through proper grievance channels.
IT Department	Maintaining institutional social media security (passwords, two-factor authentication); responding to cybersecurity incidents; providing digital literacy training.
Grievance Redressal Cell / ICC	Receiving and processing complaints related to cyberbullying, online harassment, and gender-based social media misconduct.

13. Reporting Violations and Grievance Redressal

13.1 Reporting Channels

- Any member of the MRV community who witnesses a violation of this policy may report it through any of the following channels:
 - Email to the IQAC Coordinator: iqac@mrvv.edu.in
 - Email to the University Branding and Digital marketing: head.bdm@mrvv.edu.in
 - In person to the HoD, Dean, or Principal of the relevant School/College
 - Anonymous grievance portal on the MRV website (where available)
 - For cyberbullying and harassment: Internal Complaints Committee (ICC) / Student Grievance Cell

13.2 Complaint Process

- All complaints shall be acknowledged within 48 hours of receipt.
- The University Branding and Digital Marketing with IQAC and the relevant Dean/HoD, shall investigate complaints within 15 working days.
- Complainants shall be protected from retaliation under the University's Whistleblower and Anti-Retaliation principles.
- Findings shall be documented, and appropriate action recommended based on the severity of the violation.

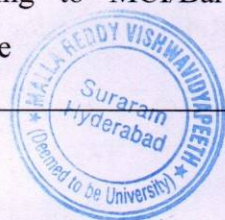
13.3 Escalation



- Serious violations (patient data breach, defamation, cybercrime) shall be escalated to the Vice-Chancellor's/Registrar's Office and may be referred to appropriate statutory bodies or law enforcement agencies.
- Violations by registered students may be referred to the Academic Disciplinary Committee.
- Violations by faculty or staff may be referred to the relevant Service Rules / HR Disciplinary Process.

14. Consequences of Violations

Severity Level	Examples of Violations	Possible Consequences
Level 1 — Minor	Posting without disclaimer; minor branding misuse; sharing unverified content without harmful intent	Written advisory; mandatory social media sensitization training; documented warning
Level 2 — Moderate	Unauthorized account creation; posting MRV content without clearance; reputational risk	Formal notice; suspension of access to official platforms; mentoring/counseling; recorded in personal file
Level 3 — Serious	Cyberbullying; disclosure of institutional confidential data; harassment; defamation; IP theft	Referral to Disciplinary Committee; academic/employment penalty; suspension; debarring from examinations
Level 4 — Critical	Patient data breach; criminal cybercrime; sharing clinical content publicly; impersonation with intent to defraud	Immediate suspension; referral to NMC/NCAHP/DCI/INC/PCI/AICTE; FIR under IT Act; expulsion or termination; reporting to MCI/Bar Council as applicable



15. Training and Awareness

- MRV shall conduct mandatory Social Media Sensitization and Digital Literacy training for all new students at the time of induction, for all new faculty and staff at the time of joining, and as a refresher for all members annually.
- The University Branding and Digital marketing, in collaboration with the IT Department and IQAC, shall develop and maintain a Social Media Best Practices Guide updated annually.
- Clinical schools (Medical, Dental, Nursing, Pharmacy) shall integrate social media ethics and patient privacy norms into their professional ethics curricula.
- The School of Digital Health shall develop specialized modules on Health Data Privacy, AI Ethics, and Responsible Digital Health Communication as part of program curricula.
- Awareness posters, digital newsletters, and LMS (Learning Management System) modules shall be used to communicate this policy to all stakeholders continuously.

16. Legal and Regulatory Framework

Law / Regulation	Relevance to This Policy
Information Technology Act, 2000 & Amendment 2008	Cybercrime provisions; data protection; unauthorized access; online defamation; cyberbullying.
Digital Personal Data Protection (DPDP) Act, 2023	Protection of personal health data; consent requirements; data breach penalties especially relevant for Digital Health, Allied Health, and clinical programs.
Copyright Act, 1957	Protection of original content, institutional materials, research outputs, and published works.
Indian Penal Code (IPC) — Relevant Sections	Defamation (499/500); impersonation (419/420); stalking (354D); criminal intimidation (507).
NMC CBME Guidelines 2024 /	Patient dignity; professional conduct; confidentiality

GMER 2023	obligations for MBBS and PG medical students.
DCI, INC, PCI Professional Codes	Professional ethics extending into online and digital conduct for Dental, Nursing, and Pharmacy programs.
UGC DTBU Regulations 2023	Institutional governance; Academic Council authority over student and faculty conduct.
UGC Anti-Ragging Regulations	Online ragging and cyberbullying are explicitly covered.
WHO Infodemic Management Guidelines	Framework for health misinformation — relevant to all health sciences programs.

17. Policy Linkages

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- MRV Anti-Ragging Policy
 - MRV Student Code of Conduct
 - MRV Internal Complaints Committee (ICC) Policy — Prevention of Sexual Harassment
 - MRV Intellectual Property Rights (IPR) Policy
 - MRV Research Ethics Policy
 - MRV IT and Cybersecurity Policy
 - MRV Grievance Redressal Policy

18. Review and Amendment

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- This policy shall be reviewed annually by the IQAC in consultation with the University Branding and Digital Marketing, Deans, and the IT Department.
 - Given the rapidly evolving nature of social media platforms, interim amendments may be issued by the University Branding and Digital Marketing with IQAC endorsement between annual reviews.
 - All amendments shall be ratified by the Academic Council and approved by the Board of Management.



- The updated policy shall be version-controlled, published on the MRV website, and communicated to all stakeholders through the LMS and institutional email.

19. Quick Reference: Do's and Don'ts

✓ DO	✗ DO NOT
Share evidence-based health awareness content with proper attribution	Share patient photographs, case details, or clinical records
Add a disclaimer when expressing personal opinions on professional matters	Claim to represent MRV without authorization
Use LinkedIn and academic platforms for professional networking	Post defamatory, discriminatory, or harassing content about anyone
Report violations through proper channels	Share confidential institutional data, exam records, or HR information
Promote MRV events, achievements, and research with pride	Spread unverified health information or medical misinformation
Seek clearance before creating official department social media accounts	Take selfies or photos in clinical/patient areas for personal social media
Maintain dignity and respect in all online interactions	Use copyrighted content (images, music, articles) without permission
Attend social media training sessions organized by MRV	Engage in cyberbullying, trolling, or online harassment of any kind

MRV reserves its rights to modify, amend, or replace this Policy, including withdrawal, at any time.

— Office of the IQAC / Social Media, MRV-

