

UTP SOCIAL MEDIA GUIDELINES

Social media has become **THE MOST POWERFUL MEDIA PLATFORM** and is changing the way we communicate. However, misuse of this powerful communication platform can lead to detrimental results, to users and organisations. Below are some guidelines on the dos and don'ts for Universiti Teknologi PETRONAS (UTP) employees when using the platform.

1. Employees and students **MUST NOT DISCLOSE** the company's confidential information on their personal social media accounts.
2. Be mindful of the **COPYRIGHT, TRADEMARK AND INTELLECTUAL PROPERTY RIGHTS** of Universiti Teknologi PETRONAS (UTP) and others.
3. Employees and students are responsible for making sure that their online activities **DO NOT INTERFERE** with their ability to fulfill their job requirements or their commitment to their superiors, co-workers and stakeholders.

Be mindful that your behaviour is bound by the **CoBE AND RELATED POLICIES** – even outside of working hours. Employees and students must know and adhere to :

UTP Code of Conduct and Business Ethics (CoBE)

UTP Whistleblowing Policy

UTP Media Policy

There's no denying that social media is a powerful platform for brands. **WHEN USED CORRECTLY, IT CAN POSITIVELY IMPACT A COMPANY'S BRAND AND REPUTATION.** However misuse of the platform can bring down an organisation's reputation in a matter of minutes, if not hours.

Below are types of social media posting that will have an adverse effect on the Universiti Teknologi PETRONAS' (UTP) brand and reputation.

1. Usage of **VULGAR LANGUAGE.**
2. **PERSONAL ATTACKS** of any kind.
3. Comments of contents that touch on **DISCRIMINATION, RACISM** and/or **RELIGIOUS AND POLITICAL SENSITIVITIES.**
4. Advocates **ILLEGAL ACTIVITIES.**

REMEMBER!

Any comments you make will impact UTP's brand and reputation.

SO THINK BEFORE YOU POST!

