Social Media Policy for Information Transfer

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Abstract

University of Jammu has fully automated and networked environment. It has debarred its employees, the scholars and students for using social media. The paper outlines the needs, advantages, challenges and practices of social media especially in information transfer. In modern world social media play an important role is enhancing the reputation of the organizations. To avoid the misuse of the SNS the organizations are creating and implementing strategies for using social media in order to face the challenges reported in various studies. Under the direction of which the respective organizations are restricting their usage only to the organizational purposes only. Government of India has also suggested various guidelines 'Framework and Guidelines for use of Social Media' in order to monitor the usage in government organization. The paper outlines the social media policy of University of Jammu and the general opinion for using the social media for their research work and other updates. The paper suggests some guidelines that would encourage the implementation of policies, designed on the baseline of and by Government in India.

Keywords: Social Media, Policy, Information Security, Content Management Etc.

Introduction

Social media is a redefined way of communication and information transfer. A paradigm shift from web1.0 → web 2.0 →web 3.0→web 4.0 has enhanced the speed of communication and its parameter. The social media thus enhanced the unidirectional and bidirectional flow of information to the multi dimensional parameters. This has a viral tendency which makes information to widespread exponentially. That's why corporate world is encouraging their employees to use social networking sites like Blogs, Twitter, Facebook, Instagram, LinkedIn etc for marketing purpose but the government organization are still reluctant to use the services of the social sites in their respective campuses and thus most of the government organizations have still banned them. Hence the paper is outlining the various features, need and challenges of social media. The paper is suggesting the various practices and policies on the guidelines of Government of India that could be used by the various organizations.

Review of Literature

Literature suggests a number of features that characterize social media as an important platform for library services. 'Social media platforms and tools exhibit the following key characteristics:

Interactive: Enables to retrieve information and interact with the creators and resulted to the user-generated content.

Control data: Enables users to execute applications straight from their browsers and they can own and subsequently control data on the social media platform.

Value added services: Users are able to add value to the content they are accessing which leads to an uninterrupted exchange of information building a robust body of knowledge that is sometimes called collective intelligence.

User friendly: Utilizes user friendly interfaces that do not require specialist knowledge to apply.

Decentralize: Social media tools are greatly decentralized with no center of control or gates under conventional media systems.

Open Access: Is transparent and uses open technology standards that rapidly grow into open ecosystems of loosely coupled applications built on open data and reusable components.

Flexibility: It is emergent and does not rely on fully predefined application structures. Social media structures and behaviors are

allowed to emerge over time. This flexible, adaptive strategy permits appropriate solutions to evolve in response to real world usage and needs. It recognizes the fact that real success comes from cooperation and not control.' (Musser and O'Reilly (2007) as cited in Jotham Wasike 2013)

Government of India has identified social media as an important tool for producing robust effect to its services. Thus, the various characteristics of social media have been considered for creating related polices. Some of the important characteristics identified are:

"Connectedness: it enables like-minded people to be connected 24/7 by tweeting & following, commenting and updating the status.

Collaboration: it enables individuals to collaborate and create knowledge which can be either being open or closed. For example, Wikipedia is an open collaboration which enables to create an open web based encyclopedia through contribution of thousands of people. GovLoop is an example of closed collaboration wherein experts groups contribute on specific policy matters.

Community: The features of collaboration and connectedness create and maintain community relationships. This enable to create awareness about various issues and used for seeking suggestion for policy making, building support and getting feedback about the public services" (Government of India, 2012).

Considering the various characteristics of the social media the government of India has created a set of elements under the guidelines of which various agencies are supposed to use social media effectively for reaching the stakeholders. In India, the legal implications must be viewed in accordance with the law of land e.g. RTI Act, IT ACT 2000 & IT Amendment Act 2008 etc as also rules and regulations. "The Framework and Guidelines have been developed for all government agencies including Public Sector Undertakings to help them conceptualize and evolve their Social Media interactions and strategy". The following figure illustrate the various elements which covers various parameters while introducing the social media in any organization.

Fig 1: Elements and parameters for introducing the social media
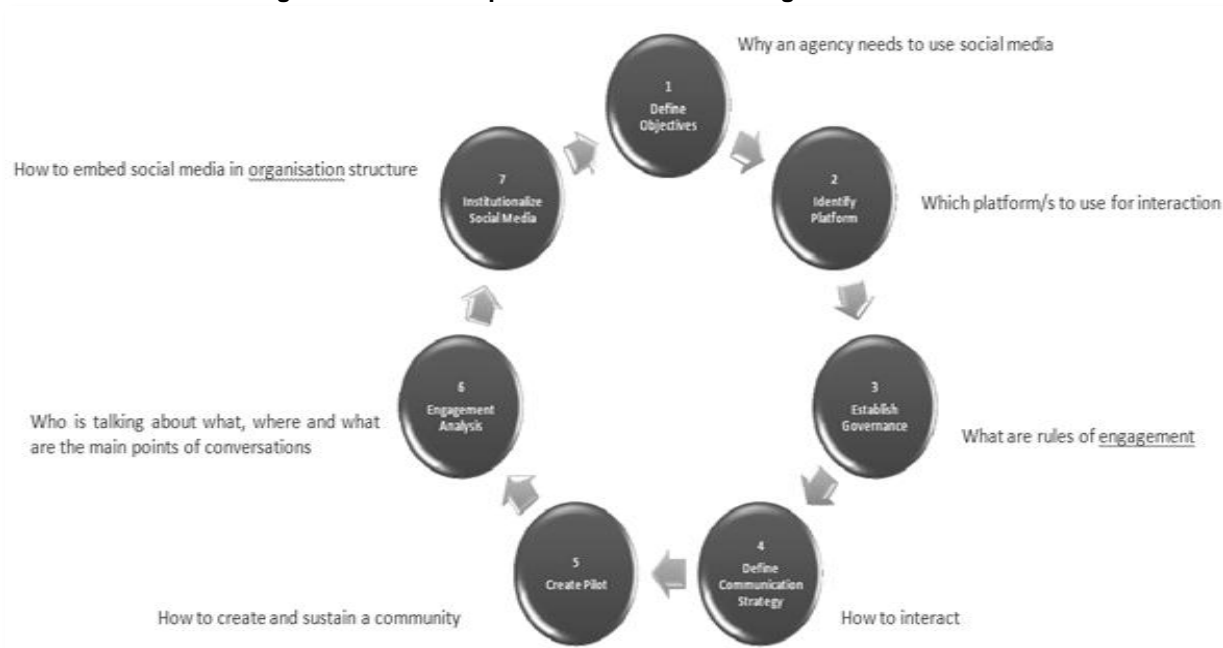
(Originally adapted from http://www.rossdawsonblog.com/SocialMediaStrategyFrameworkv1.pdf in 'Framework and Guidelines for use of Social Media' by Government of India)

Many universities across world have introduced their policies related to social media. For example University of Liverpool (2018) states that, policies presents the directions for staff and students on how they can use social media safely and productively. While framing the Social Media Compliance Policy for University of Liverpool, Carr 2018 states that, "it provides information on: responsibilities when communicating via corporate social media accounts; expectations of staff on individual personal and professional accounts; and expectations of students in relation to social media". Social media channels provide a range of professional and personal opportunities for staff and students with

important and exciting opportunities for the University. It further associates various risks with the use of social media which could ultimately impact on the University's reputation (Carr, 2018).

Similarly, University of De Montfort also designed a student social media policy (2018) which recognizes the numerous benefits and opportunities that social media presents and applies to social media communications made both on public and private forums. It has outline its policies related to the behavior and conduct of students, cyber bullying, using official accounts, breach of the policy and the monitoring bodies (Ward, 2018).

Aim of the Study

The prime aim of the study is to design the social media policy for University of Jammu. Hence the scholars were interviewed to focusing on the important sources accessed at social media platform, purpose of using them and problems faced in accessing them. IT department was also consulted to know about the problems and possibilities of implication of the social media policy in University.

Results and IT policy of University of Jammu: Policy for Computer and Network Usage

"University of Jammu provides a fully Networked environment. All the users in the university are abiding by the certain rules in the form of IT-Policy while using it facilities in the university. The important features of the usage of the network are:

Playing of Games in University laboratories or using University facilities for same is strictly prohibited.

Display and storage of offensive material like storing pornographic material on the disk, viewing pornographic material on the terminals is strictly disallowed and serious action shall be taken against the offenders". (University of Jammu)

Platform	N=100	Purpose of using	
Blogger	24	comment / share Reference Aids, subject guide/page in the blogs allows the quick additions, changes, reviews, user education, new information sources, newsletter, updates	Available
CiteULike	2	bookmarking	Available
Connotea	5	bookmarking	Available
del.icio.us	4	Social bookmarking	NA
Digg	6	Social bookmarking	NA
Facebook	87	Tutorials Online Discussion updates	NA
Flickr	65	Document, picture storage and display, Presentation sharing	NA
Google Talk	43	Online discussion	NA
Google+	23	Online discussion	NA
Peanut Butter	4	Reference Aids	Available
Pinterest	32	picture	NA
Skype	65	Online discussion area	NA
Slideshare	92	Document picture storage and display Presentation sharing	NA
Stumbleupon	1	Social bookmarking within the catalogue Search by user tags	NA
Wiki	10	Reference Aids Subject wikis allowing for quick additions and changes, reviews, policy changes, user education collaboratively by multiple users	Available
Tumblr	4	tutorials, Online discussion	NA
Twitter	89	messaging, tutorials	NA
Wordpress	54	user education, new information sources, newsletter	Available
Yammer	9	-	NA
YouTube	98	Tutorials Document picture storage, Presentation sharing service	NA
RSS	20	RSS Feeds of TOC to journals, news feeds, Current Awareness services, saved searches, updates on the catalogue	Available

A general viewpoint of research scholars was collected in the form of informal discussion regarding the usage of social media in University of Jammu.

Maximum of respondents of 98% YouTube , 92% use Slideshare, 89% use Twitter, and 87% use Facebook for video for tutorials, online discussion and messaging corporate communities, wheras 65% store

document, and picture and share presentations with public on flickr and skype for online discussion

54% use Wordpress for online journals with facility to comment / share, Reference Aids, subject guide/page in the blogs which allows the quick additions, changes, reviews, policy changes, user education, new information sources, and newsletters. 43% use Google Talk and 23% Google+ for online discussion

24% want to use Blogger for accessing online journals with facility to comment and share, for Reference Aids, subject guide/page in the blogs allows the quick additions, changes, reviews, policy changes, user education, new information sources and newsletters.

Wiki is used by 10% respondents for reference aids, subject wikis each subject guide/page is a wiki allowing for quick additions and changes, reviews, policy changes, user education, Website created collaboratively by multiple users

2% and 5% Tag help in bookmarking using CiteULike and Connotea, and 4% use del.icio.us as subject guide social bookmarking within the catalogue.

It was revealed by most of the scholars that they receive updates regarding their research and related topic, updates of various meets like seminars and conferences, through social media like Facebook, twitter etc, various tutorials present at the YouTube and slide share they are not able to access. Hence it was found that in order make a balanced environment of social media there is needed to design a social media policy in University campus. Under the direction of which and avoid the misuse of the SNS the university must restricting their usage only to the organizational purposes only. These are allowing and disallowing them to access certain sites.

Social media policy of University of Jammu

"Developing a social media policy does not require a committee. It can even be an informal document that all staff agree to adhere to. If you do decide to make it official, again, it doesn't require a crack team of scientists to come up with some common sense guidelines for how people should expect each other to behave as professionals online. Most places can use the existing communications and employee conduct policies already in place and modify them to incorporate social media interactions. As social media occupies an increasingly significant portion of people's communications, libraries and other organizations will find that writing a social media policy is unavoidable and inevitable. Even in workplaces that are not currently engaged in social

media, remember that individuals still are when they are not at work, and this is why it's worth thinking about a policy in advance". (Schrier, 2011)

Hence, University of Jammu must use social media especially in Dhanvantri Library so that the services could be marketed to the users and the public as well. Sometimes due to the lack of clarity of necessity and usage of the social media the organizations find it difficult to adjust in social environment so it is highly recommended to establish the social media policy. Hence, the first step while designing the social media policy is that the organization should be clear about the purpose of the social media i.e. providing information, seeking feedback, generic interaction, etc. After finalizing the need and purpose of the social media, the type of platforms that could be engaged and its administration need to be finalized. On the basis of framework and guidelines for use of social media for government organizations and various studies following are the recommendations under various categories:

Purpose of the Platform/ Social Media

The University can use the social media not only to disseminate the information but also to get the feedback from the students, researchers, the faculty and public. The majorly of SM may be used for:
1. Feedback
2. Public relations
3. Awareness
4. Information regarding: recruitment, admissions, holidays, recent activities and achievements by the students, researchers and faculty.

Type of platform/ social media

In the plethora of the social media it is necessary to choose the relevant platform. It can be used on the basis of purpose of using social media in organization. Various departments and libraries can use these platforms on the basis of activities being performed there.

But, Taylor & Francis (2014) reported that, social media is having an important role in knowledge management. Their active roles involve diffusion of the information, bilateral real time communication, collaborations and outreach services. There are a number of products in social media that are being used in knowledge organization like libraries for generating awareness of services, collections and activities, for reputation management, strengthening the market, relationship building, research and user insight and user support. Table 1 summarizes and outlines the various social media and their respective usages.

Activities	Platform	Use
Micro blogging	Twitter, Yammer	Public microblogging service, Microblogging service for corporate communities
	Tumblr, Twitter	Short user to user messaging, tutorials
Social networking	Facebook	Public social networking site
	Google+	Social networking site with group video for tutorials
Blog	Wordpress, Blogger	Online journals with facility to comment / share Reference Aids, subject guide/page in the blogs allows the quick additions, changes, reviews, policy changes, user education, new information sources, newsletter Blogging

Remarking An Analisation

Forum		Online discussion area
Screencasting / Podcasting		Audio / video sharing online and by subscription
outreach services	Bebo, Facebook, Pinterest, Myspace	Social networking Full users profile, leaving messages
Video and photo sharing	Flickr, YouTube, Slideshare	Document, picture storage and display, Presentation sharing service
Chatting	AIM, Google Talk	Chat references, Instant messaging
Social bookmarking/ Tagging	Digg, Flur, del.icio.us, Stumbleupon, Connotea, CiteULike	del.icio.us as the subject guide Social bookmarking within the catalogue , Search by user tags in addition to subject Bookmark journal literature Connotea, CiteULike, Tag help in bookmarking
Wikis	TikiWiki, Peanut Butter	Reference Aids, Subject wikis Each subject guide/page is a wiki allowing for quick additions and changes, reviews, policy changes, user education, Website created collaboratively by multiple users
User-generated search engines	Rolloyo, ErekstarSwicki	
RSS Feed		RSS Feeds of TOC to journals, news feeds, Current Awareness services, saved searches, updates on the catalogue
Chatting	Skype	Multi-person voice, video and chat system

Nowadays, 'the various organization like universities, libraries, government agencies are using various platforms of social media to execute various objectives of management. The prime objective of using social media in university could be to focus on activities based on promotion & marketing (i.e. library service and resources). The transmission of information is regularly being complemented with bilateral interactions to encourage feedback (e.g. for collection development), this would present a real-time service and assemble the partnerships' (Taylor & Francis, October 2014). The self evaluation through discussions on the basis of feedback received. This would encourage seeking opinion about the library services. The promotion and usage of services, collections, events are encouraged in community of knowledge holders. 'An outreach service is an important activity performed through social media – viz., helping the institutions to increase their goodwill and connections within the community and outer community i.e. promoting the efforts and activities. As a knowledge management tool, this can put forward a supple way to present resource (e.g. YouTube for video delivery) and categorizing them (e.g. folksonomies). With the escalating experience of using social media tools librarians are well-placed to help in developing institutional capabilities' (Taylor & Francis, October 2014). The collaborations may be encouraged are also encouraged for collection development by building institutional repositories. The collaborations with other organizations would keep librarians abreast about the technical and non technical updates.

Authorization/ governance

Due to viral characteristic of the social media, it needs 24X7 supervision. The rules and regulations could be framed for engaging with social media as done in the traditional mode of interactions. Managing the account- response time, legal implication etc need to be managed. Accounts could be created at different platform with the same name to ensure the ease in the searching. The official

accounts must reflect the official positions. In addition the record is to be maintained. It may consist of the username, emails and a password. Multi user accounts should be avoided on the behalf of the department. It should be mandatory to make the guidelines regarding the use of official accounts for personal usage. Escalation policy is mandatory hence it is hence the comments and queries need to be addressed in form of FAQ, important news, and updates etc. with this roles and responsibility must be clearly defined each and every category disused above. Hence, "the officials designated for engagement with citizen using the social media should be covered under a well defined immunity provision in consonance with the RTI Act and the IT Act and the IT Amendment Act 2008".

Content management

Creating a content policy is a step that any organization should consider. As social media allow everybody to become a creator, so the content published at the official need to be very specific and follow the Government of India Guidelines for Website. "Since most of the social media platforms are based outside India and are not governed by Indian Laws, or managed and controlled by Indian regulations, specific policies may be drafted related to information security and archiving. If required the agencies may engage with the Social Media Service Providers to work out Service Level Agreements for:

1. Complaint and response mechanism between the agency and the Service Provider
2. Content Storage
3. Shared access of the content
4. Archival mechanisms"

Information security

Information security is the foremost issue. Hence, data retention policy should be maintained as per the guidelines of the Government of India under the Information Technology Act 2000. Information Technology rules, 2011 defines provisions for personal information and security. It covers the sensitive information like passwords, financial

information, medical record etc. "The Government further stipulate that ISO 27001 is one acceptable standard of reasonable security practices and procedures. Thus, all Government departments which are providing social media facilities must comply with ISO 27001". The organization must create a separate work profile of the individuals which can be linked to the general email address without any breach to the individual privacy.

The social media needed to be linked to existing administrative and communication structure. This may include the established rules all together on traditional and social media; all occasions public opinion documents, all traditional communications, updates from the website may be announced or displayed at the social media would automatically be updated on social media sites.

Conclusion

Designing a clear policy of using the social media in the university campus would led to 24*7connectivety in between the student, research and teaching community. The dynamic nature of social media would help in connectedness, and collaboration which would further led to the potential of ensuring extensive consultation, receiving feedback on services delivered. With the policy the university can work on the issues like privacy and information security.

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