



**TURKISH REPUBLIC
YAŞAR UNIVERSITY
PROCEDURES AND PRINCIPLES FOR SOCIAL MEDIA USE**

**CHAPTER ONE
Purpose, Scope**

Purpose

ARTICLE 1 - (1) The purpose of these procedures and principles is to share the corporate identity and messages of Yaşar University through social media platforms and to support the vision and objectives of the university in a positive way.

Scope

ARTICLE 2- (1) These procedures and principles include academic and administrative staff and students of Yaşar University; and they guide us towards the correct use of any social media account established on behalf of the university, the management of accounts and the production of content.

**CHAPTER TWO
Social Media Content Policy**

Content management

ARTICLE 3- (1) Yaşar University Social Media Unit; produces projects to create a common communicative language within the university. It produces the contents of the project in a way that strengthens the corporate identity of Yaşar University and helps to increase its reputation.

(2) On social media accounts of the university, contents are shared according to the privacy policy of the institution and any content that will maintain the interaction with the target audience of Yaşar University is included.

(3) Contents regarding the social incidents are shared on social media accounts according to the principles and values of Yaşar University and these contents may not include any statement, sound, and visuals to humiliate, offend or target any person, corporation, faith, race, gender, culture.

(4) Contents that encourage violence, spread fear, cause traumas, damage the principles of equality and justice, degrade human dignity and promote discrimination are not included in the accounts.

(5) Questions and comments addressed to the social media accounts of university are answered as soon as possible.

(6) Questions and comments that contain invectives and insults and are not in line with the social media content policy and corporate values of the university are removed by the social media team of Yaşar University.

CHAPTER THREE

Account Policy

Official accounts

ARTICLE 4- (1) Yaşar University's corporate accounts are stated below and Yaşar University is not responsible for the content shared on the accounts created in the name of Yaşar University.

Facebook → <https://www.facebook.com/YasarUniv>

Twitter → <https://twitter.com/YasarUniv>

Instagram → <https://www.instagram.com/YasarUniv>

Google Plus → <https://plus.google.com/+yaşarüniversitesi>

Youtube

→ <https://www.youtube.com/user/YasarUniversity>

Snapchat → https://www.snapchat.com/add/yasar_univ

Account policy of Academic/Administrative units and student communities

ARTICLE 5- (1) The posts on the social media accounts of academic, administrative units and student communities of the university must comply with the written principles in Article 3.

(2) The managers responsible for the social media accounts that are planned to be created for the academic and administrative units and student communities, inform the Directorate of Public Relations Promotion and Marketing.

Personal account policy

ARTICLE 6- (1) The personnel and students of Yaşar University, who have personal accounts on social media, are expected not to share their personal opinions on confidential and sensitive subjects related to the university, to avoid behaviors that may harm the corporate identity of the university, and to avoid comments that might cause public indignation.

Unidentified account policy

ARTICLE 7- (1) No account can be created on behalf of the university, institution managers and personnel under the institution's name, title and logo, other than the official social media accounts of Yaşar University. The managers of these accounts are warned by the Social Media Team of Yaşar University.

(2) If account managers continue their behavior, a legal action is initiated by Yaşar University.

CHAPTER FOUR

Final Provisions

Effective Date

ARTICLE 8- (1) These procedures and principles shall enter into force on the date of approval by the Rector.

Executive Power

ARTICLE 9- (1) These procedures and principles are executed by the Rector of Yaşar University.

Date of Acceptance: 02.11.2017