



Student Publication and Media Policy

StudentPublicationandMedia_MC_POL_ V1.01

August 2024

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Policy	Student Publication and Media Policy	Policy Owner	Dir. Marketing & Communication

1. Introduction

This policy is created for confidently in publications to all students of MBZUAI that should use common sense and good judgment.

2. Objective

This policy aims to:

- Avoid writing or posting anything that would potentially embarrass MBZUAI, its employees, and business partners; divulge sensitive, confidential, privileged, or proprietary information; or compromise your ability to complete your studies.

3. Scope

This Policy applies to all students of MBZUAI.

4. Student Publication and Media Policy

4.1 General Guidelines

- 4.1.1 Students should assume that their academic life and personal life will merge online with impact flowing both ways regardless of their care and effort in separating them.
- 4.1.2 Even if they use privacy tools (determining who can view their page or profile, for instance), they should assume that everything they write, exchange, or receive on a social media site is public.
- 4.1.3 Students should be aware that the information that they post or publish online will be permanent.
- 4.1.4 Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, personal attacks, pornographic, proprietary, harassing, libelous, or that can create a hostile environment.
- 4.1.5 Direct or indirect negative references to MBZUAI’s internal circumstances, policies, decisions, procedures, or events must not be made. (For example, “There were X weaknesses in this area, which I helped improve”)
- 4.1.6 Students must not use the State’s official logo or logos of the MBZUAI for any private purposes, through social media, unless officially authorized to do so.
- 4.1.7 Students should be aware of unintentional/accidental disclosures or the perception of disclosures. They should understand that readers may view their participation in a group as their acceptance of its views; be aware of the common social media indiscretions. For example, inappropriate individual or group pictures get posted unintentionally.
- 4.1.8 Students should always be fair, respectful, and courteous even if they disagree with an opinion.
- 4.1.9 Social media networks, blogs, and other types of online content sometimes generate press, media, or other third-party inquiries. Students should be aware that some of these inquiries may have fraudulent motives. Where these may impact MBZUAI, students should refrain from providing direct responses and should escalate these inquiries in-line with the Media Relations guidance below.
- 4.1.10 Students should be aware that being linked to or connected to personnel who have or who eventually get involved in situations involving crime (including fraud) may draw the student in question into an investigation with regulators or public authorities. Students are advised to

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exercise caution.

- 4.1.11 Using social media sites means that the student (and the content he/she exchanges) are subject to their terms of service. This can have legal implications. The social media network and digital platforms have access to and control over everything they have disclosed to or on that site. For instance, any information might be turned over to law enforcement without their consent or even their knowledge.
- 4.1.12 Students should obtain appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property. When requested, provide the source credit.
- 4.1.13 Students should be aware that MBZUAI may observe content and information made available by students through social media.
- 4.1.14 If students encounter a situation while using social media that may threaten to become antagonistic, students should disengage from the dialogue in a polite manner.
- 4.1.15 Students should be aware that in the UAE (United Arab Emirates), Federal Law No 5 of 2012 on Combating Cyber Crimes has provisions in place that address social media usage. This law, in principle, prohibits photographs without permission, breach of privacy and confidentiality, defamatory statements and activities which are inconsistent with public morals and good conduct.

4.2 Social Media and Digital Platforms Guidelines for MBZUAI Students

Students Should:

- 4.2.1 Share university stories, events, and career openings: share or retweet posts from the MBZUAI's social media handles to be a vocal advocate for the University. Be sure to use any hashtags suggested by the social media team.
- 4.2.2 Use disclaimers when posting private opinions: any private opinions you post on topics must explicitly be branded as your own and not that of the university.
- 4.2.3 Be honest and authentic. Always provide correct information and cite sources when possible. Always act responsibly and understand that you are responsible for the content including text, images, and videos that are posted/published. Students are strongly encouraged to exercise their judgment when doing so.
- 4.2.4 Even though social media is a casual means of communication when applicable it always remains professional and transparent in the conduct.
- 4.2.5 Always remain professional and transparent even though social media or/and digital platforms are a casual means of communication.
- 4.2.6 Respect copyright laws.
- 4.2.7 Fully respect the local culture.
- 4.2.8 Ensure that all information, prior to sharing on social media, is appropriate especially in relation to government entities, by verifying whether such information is allowed to be posted and ensuring that it is not incorrect, misleading, unconfirmed, unsubstantiated, or unsupported, with the source of the information being verified as well.

Students Should Not:

- 4.2.9 Post anything confidential, sensitive, personal, or any proprietary information about the university, including financial, operational, stakeholder information, its employees, faculty members or any of the university's existing or potential customers or stakeholders.
- 4.2.10 Publish personal blogs or produce podcasts without clarifying to readers or listeners that

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their blogs and the views expressed are personal and are in no way the views of the University.

- 4.2.11 Respond to competitors’ overtures: do not respond to competitors’ requests for likes or shares or news about people and businesses.
- 4.2.12 Use MBZUAI’s logos or any other image or iconography on personal social media sites. Use the MBZUAI name to promote a product or cause.
- 4.2.13 Present false information or aggressive/controversial opinions. If the student makes a mistake, accept it, apologize, and do not delete the original post, just update it with correct information.
- 4.2.14 Attempt to speak on behalf of MBZUAI and its departments or brands, especially in cases where you may be making a statement, promise or a commitment.
- 4.2.15 Promote the University’s business on personal media accounts without prior authorization from the Marketing and Communications Department.
- 4.2.16 Under any circumstances, create MBZUAI / subsidiaries / brand / business related accounts on any social media channels or talk on their behalf.
- 4.2.17 Use defamatory, offensive, inappropriate, or foul language. If you disagree with an opinion or statement, present your counterargument in a calm and professional manner. Comments that are derogatory towards MBZUAI, your colleagues, your position within the University, or any of our partners/ stakeholders may lead to formal disciplinary action which may lead to dismissal.
- 4.2.18 Engage with any form of media on behalf of MBZUAI, its subsidiaries and / or brands. Direct all queries to the Marketing and Communications Department. Use the method of irritation, inflation and sharp criticism when sharing content with others. Students must uphold an elevated level of responsibility, accountability, and professionalism. Share or post any information not in line with MBZUAI or as per the guidelines adopted by the UAE Government.
- 4.2.19 Participate or publish any information incompatible with MBZUAI Policies, or in line with the directions of the government of UAE in general.
- 4.2.20 Use the official emblem of the country and other emblems of government entities at all levels and for any private purposes via social media except if an official approval is received.
- 4.2.21 Use the identity of any government entity or the identity of any government employee, or any government entities’ initiative via social media for any reason without receipt of an official approval. Use social media to comment on cases brought to courts or to influence the
- 4.2.22 investigation procedure and the decisions and judgments issued by the competent judiciary systems.

4.3 Media Relations

- 4.3.1 Refer all media enquiries directly to the Marketing and Communications Department. Do not interact with the media, reply to emails, or make any statements without receiving explicit approval from the Marketing and Communications Department.
- 4.3.2 Do not speak to the media about MBZUAI either proactively or reactively without the approval of the Marketing and Communications Department.
- 4.3.3 Do not send any collateral, including invitations, statements, or articles or any sensitive MBZUAI information to any journalist without prior approval from the Marketing and Communications Department.
- 4.3.4 Seek counsel from the Marketing and Communications Department even if a MBZUAI student plans to engage with media as a private citizen on a matter unrelated to their study at MBZUAI.
- 4.3.5 All students are forbidden from sharing any information about MBZUAI, including financials, HR matters, commercially sensitive information or any information contained in work emails or on the

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- university’s intranet with any journalist or media entity. Breaching confidentiality, privacy and discussing sensitive information could result in serious disciplinary action.
- 4.3.6 In the case of an impending issue or crisis, always contact the Marketing and Communications Department so they can prepare reactionary statements and materials in the likelihood that the media contacts the organization.
 - 4.3.7 Issues that should not be discussed with reporters include legal issues, personnel issues, questions that involve topics touching upon political situations, culture, heritage and religious beliefs, ethics or issues that may result in harm to others, or a crisis or emergency. All such inquiries are to be forwarded to the Marketing and Communications Department.
 - 4.3.8 All press releases, interviews, and other media relations/press coverage must be managed and overseen by the Office of Marketing and Communications.
 - 4.3.9 If students are requested to participate in interviews by the Office of Marketing and Communications, Marketing and Communications have a responsibility to ensure the student receives a briefing prior to partaking and that the Student Affairs Department is aware of the opportunity.

5. Definitions

Term	Definition
Media	Free or paid services and products which publish news, information, draft documents, or anything that is considered uncontrolled. These services and products include printed publications such as newspapers and magazines; television and radio broadcasting services; and online and digital products and services such as websites, email newsletters (e-newsletters), blogs, webcasts, streaming services, podcasts, online magazines, and e-publications.
Press release	An official statement issued to newspapers giving information on a particular matter.
Social Media	Websites and applications that enable users to create and share information or ideas with others or to participate in social networking, whether known now or developed in the future.
Media requests	Questions, inquiries, or interview requests sent by a journalist or a media company through phone, emails, or in-person.
Press/Media/Journalists	Refers to Media organizations that focus on delivering news to the public or a target audience. These include print media (newspapers, news magazines), broadcast Outlets (radio and television), and the Internet (online newspapers, news blogs, etc.).
Stakeholders	Refers to regulators, government authorities, partners, customers, media organizations, service providers, the public, employees, and faculty of MBZUAI.

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6. References and Related documents

N/A

7. Document Control Information

Version number	File Name	Responsible Role	Comments	Date of change
V1.0	MBZUAI-MARCOMM-POL-1.0	Dir of Marketing and Communication	The initial document	
V1.01	StudentPublicationandMedia_MC_POL_ V1.01	Sr Advisor, Communications, President's Office	Made some minor changes into the document.	August 2024

Approval List

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1	Policy Owner	Sr Advisor, Communications, President's Office	Initiator	2024-08-22
2	IEQA Review	Head of IEQA	Reviewed	2024-08-23
3	Legal review	General Counsel	Reviewed	2022-04-26
4	Approver	President	Approved	2022-07-25

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