

INTERNATIONAL ISLAMIC UNIVERSITY, ISLAMABAD
Directorate of Human Resource Management & Development
Office of Human Resource Management

No.HRM-IV-4(02)/2025-IIUI-3606

October 31, 2025

NOTIFICATION

The President, IIUI has approved the enclosed **SOPs to regulate the usage of the IIUI name, logo and associated digital platforms** based on recommendations of the committee constituted by him duly notified vide Office Order No.HRM-IV-4(28)/2025-IIUI-3034 dated 22.01.2025.


(Saqib Rashid)
Deputy Director (HRM)

Encl: IIUI SOPs for Social Media Usage

DISTRIBUTION:

- 1) All Vice-Presidents, Directors General, Executive Directors
- 2) All Deans of Faculties & Chairpersons/Incharges of Teaching Departments
- 3) All Directors/Incharges of Administrative Units
- 4) Principal (ICT&S)
- 5) Chief Librarian
- 6) Chief Medical Officer
- 7) Chief Security Officer
- 8) Provosts (Male & Female)
- 9) Students' Advisors (Male & Female)
- 10) Advisor, Legal Affairs
- 11) Incharge (P&PR)
- 12) Webmaster
- 13) Relevant file
- 14) Master file

Cc: — SPS to the President, IIUI

STANDARD OPERATING PROCEDURES FOR USAGE OF SOCIAL MEDIA

1. Purpose:

These SOPs establish a framework to regulate the use of official social media platforms by the university, its faculties, departments, staff, and students; designed to:

- i) Protect the university's identity, reputation, and intellectual property.
- ii) Prevent misuse of IIUI's name, logo, and social media accounts.
- iii) Provide clear guidance on responsible social media conduct.
- iv) Ensure compliance with applicable legal frameworks and prevent defamation, harassment, or manipulated campaigns.

2. Scope:

These SOPs apply to:

- i) All official social media accounts representing IIUI, including Facebook, Twitter, LinkedIn, Instagram, YouTube, and any emerging platforms.
- ii) All faculties, departments, centers, offices, and administrative units of IIUI.
- iii) All students, staff, faculty, and external entities authorized to manage or contribute to IIUI social media accounts.

3. Verification of Official Social Media Accounts:

- i) All official social media platforms of IIUI shall be verified at the earliest by the respective social media service providers.
- ii) Verification is essential to:
 - a. Prevent impersonation or misuse of IIUI's identity.
 - b. Ensure authenticity of information shared under the university's name.
 - c. The P&PR office, in coordination with the IT/Software department, is responsible for managing the verification process and maintaining a record of verified accounts.

4. Use of IIUI Name and Logo:

- i) No individual, group, or entity is permitted to conduct business, promotional activities, or social media campaigns using IIUI's name or logo without prior written permission.
- ii) Unauthorized use of IIUI's name or logo constitutes a violation of these SOPs and may result in legal action under applicable laws.

- iii) This provision ensures that the university's intellectual property and brand identity are fully protected.

5. Protection Against Defamation, Harassment, and Manipulated Campaigns:

- i) The use of social media to spread defamatory, slanderous, harassing, or manipulated content against IIUI, its administration, faculty, staff, or students is strictly prohibited.
- ii) The university reserves the right to take appropriate action, including legal proceedings, in response to such violations.

6. Faculty and Departmental Responsibilities:

- i) All faculties and departments must submit a complete list of their official social media pages to the P&PR office.
- ii) Each faculty and department shall nominate a Focal Person who will:
 - a. Serve as the point of contact for social media verification and accountability.
 - b. Coordinate with the P&PR office regarding compliance with these SOPs.
 - c. Ensure that all content on official pages adheres to IIUI guidelines.
 - d. Facilitate internal awareness and training regarding responsible social media use.

7. Inclusion in Student Admission Consent Form:

- i) The Director (Academics) shall ensure that key provisions of these SOPs are included in the student admission consent form.
- ii) Students, by submitting this form, acknowledge and agree to comply with IIUI's social media rules and standards, including restrictions on misuse of the university's name, logo, and social media platforms.

8. Enforcement and Compliance:

- i) Violations of these SOPs will be addressed promptly and may include:
 - a. Removal of unauthorized content.
 - b. Suspension or restriction of access to official social media accounts.
 - c. Disciplinary action under IIUI regulations.
 - d. Legal action under applicable law.

- e. The P&PR office, in collaboration with the Legal Adviser and IT/Software department, will oversee enforcement and take corrective measures where necessary.

9. Roles and Responsibilities:

Role	Responsibility
<i>P&PR Office</i>	Implementation of these SOPs, monitoring compliance, and managing verification of official accounts.
<i>Legal Adviser</i>	Provide legal guidance, review misuse cases, and initiate legal action when necessary.
<i>IT/Software Department</i>	Facilitate verification, provide technical support, and ensure platform security.
<i>Faculty/Department Focal Persons</i>	Act as liaison for compliance, managing official pages, and report violations to the P&PR office
<i>Office of the Director Academics</i>	Ensure inclusion of key provisions of these SOPs in the admission consent form/offer letter so that students acknowledge and comply with social media regulations from the outset.
<i>Students & Staff</i>	Adhere to these SOPs, avoid misuse, and report any suspected violations

10. Review and Amendment:

- i) These SOPs shall be reviewed annually or as required to address evolving social media trends and challenges.
- ii) Any amendments in these SOPs shall be made with the approval of competent authority.