



KARACHI METROPOLITAN UNIVERSITY

OFFICE OF REGISTRAR

ST-2, BLOCK-M, NORTH NAZIMABAD, KARACHI-74700, PAKISTAN

KMU MEDIA AND COMMUNICATION POLICY

1. SCOPE

1.1. This policy shall apply to all employees of the University, including but not limited to regular, contract, ad hoc, full-time, part-time employees.

1.2. This policy deals with the use of all forms of media and communication platforms, including but not limited to:

- i. Social media (e.g. Facebook, X, Instagram, YouTube, WhatsApp, etc.)
- ii. Broadcast media (e.g. Television, radio, etc.)
- iii. Print media (newspapers, periodicals, magazines, press, etc.)
- iv. Digital media (websites, e-papers, blogs, etc.)

2. OBJECTIVES

2.1. The objectives of this policy are to regulate and promote the responsible, ethical and professional use of all forms of media and communication by the employees of the University. It aims to:

- i. Safeguard the reputation, integrity and interests of the University
- ii. Ensure that the employees' public communications and conduct across all media platforms are consistent with the ethical standards and values of the University
- iii. Prevent unauthorized disclosure or misuse of official, confidential or sensitive information
- iv. Provide clear guidelines to employees regarding acceptable public or social engagement, including but not limited to in online and digital contexts.

3. ETHICAL STANDARDS

3.1. The employees are expected to:

- i. Maintain respect, professionalism and truthfulness in all communications
- ii. Respect diversity and cultural sensitivities
- iii. Use authentic identity
- iv. Protect sensitive and private information
- v. Uphold integrity in all actions and communications.
- vi. Avoid conflict of interest; including using official media platforms for personal gain
- vii. Avoid racist, sexist, discriminatory, and anti-state communication.



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4. CREATION AND MANAGEMENT OF OFFICIAL MEDIA PLATFORMS

4.1. Official media platforms, including but not limited to social media accounts and groups (e.g. WhatsApp groups, Facebook pages, etc.), digital platforms, broadcast channels, etc. may only be created and managed by duly authorized University personnel with the prior approval of the competent authority, for purposes such as official communication, outreach, marketing, and academic or institutional engagement.

4.2. The designated Administrator of the official media platforms shall be responsible for regular monitoring and moderation of the content, and shall be authorized to remove any post, comment, or content that is not aligned with the ethical standards outlined in Clause 3.

5. PROHIBITED CONDUCT

5.1 No employee shall use media platforms for personal use or gain by means of KMU communication systems, such as official computers/laptops, devices, networks, landline, etc.

5.2 No employee shall create, manage, or represent any media or communication platform (such as WhatsApp group, Facebook page, YouTube channel, etc.) as being official or affiliated with the University, nor use the University's name, official logos, seal, or identity in any media or communication channel, without prior approval as specified in Clause 4.1.

5.3 No employee shall create, join, or serve as Administrator of any media or communication platforms that engage in discussions or activities having potential to harm the University's reputation or interests.

5.4 No employee shall make any statement, post or comment before any forum causing prejudice or harm to the University in any manner.

5.5 No employee shall, except in accordance with any special or general order of the competent authority, communicate directly or indirectly any official document or information to another employee or person unauthorized to receive it.

5.6 No employee shall express opinions or provide advice on behalf of the University, without express permission of the competent authority.

5.7 No employee shall make any statements of fact or opinion or act in a manner which is capable of embarrassing the University or the government.

5.8 No employee shall, except with the previous sanction of the competent authority, in the bona fide discharge of official duties, participate in, contribute to, or appear in a radio broadcast or television program, or any article or letter to any newspaper or periodical either anonymously or in own name or any other name:



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Provided that such sanction shall generally be granted if such broadcast or television program or such contribution or letter is not, or may not be considered likely to jeopardize the integrity of the employee or the University, the security of Pakistan or friendly relations with foreign states, or to offend public order, decency or morality, or to constitute contempt of court, defamation or incitement to an offence.

5.9. No employee shall, through any media platform, propagate such sectarian creeds or take part in such sectarian controversies or indulge in such sectarian partiality and favoritism as are likely to affect his integrity in the discharge of duties or to embarrass the administration or create feelings of discontent or displeasure amongst the employees in particular and amongst the people in general.

5.10. No employee shall express views detrimental to the ideology or integrity of Pakistan.

5.11. No employee shall engage in conduct not specified herein but prohibited by the university from time to time through notifications, circulars, etc.

6. CONSEQUENCE OF VIOLATION OF POLICY

6.1. Any breach of this policy may result in termination of contract and/or disciplinary action up to and including dismissal from service under the Efficiency & Discipline rules of the University.

6.2. Clause 6.1. applies regardless of whether the employee was on duty or on leave at the time of the breach, or whether the breach occurred during or outside official duty hours.

7. AMENDMENTS

7.1 The competent authority reserves the right to amend, revise, or update this policy from as and when deemed necessary.