



REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY RECTORATE
Social Media Content Management Policies

- Approval must be obtained within the Corporate Communication Coordination Office before the social media accounts to be opened. The account names to be opened should be determined and notified to the Corporate Communication Coordination Office.
- Each account to be opened is under the responsibility of their own units and is carried out under the supervision of the Corporate Communication Coordination Office. The account to be opened must be selected by the relevant faculty dean/unit supervisor.
- The signatures of the administrators/persons who will use the accounts must be kept in the Corporate Communication Coordination Office.
- A corporate e-mail must be opened for the accounts determined by the IT Department, and then a process must be initiated.
- Each account is responsible for itself and concerns the relevant unit.
- Passwords should not be given to anyone other than account holders.
- In case of a change of person/admin duty, he/she must notify the Corporate Communication Coordination Office. When the admin changes, he/she should notify the relevant unit and the passwords should be reset.
- Social media accounts should have profile photos and logos; otherwise, no profile photos should be shared.
- In the contents prepared, it is necessary to pay attention to the understanding of national unity and solidarity, the basic values of Istanbul Gelisim University, the contemporary understanding of education and the ethical rules.
- Personal posts should not be made from the accounts. Persons to be followed are selected with importance.
- Contents such as images, videos, political opinion representation, sexist, insulting, swearing and insulting expressions should not be included in the posts.
- Opinions and comments that will damage the principles of "equality, accuracy and confidentiality" should not be included.
- In cases such as important posts / announcements, etc., official posts of Istanbul Gelisim University should be expected first. Advertisements, commercial promotions or logos must not be shared without permission.
- Each faculty, department, unit/department is obliged to provide accurate information to their targeted followers with the posts they will make.
- The issue of security and privacy should be given importance.
- Too much or too little post sharing must not be done.

Rectorate Approval