Digital Content Guidelines

AUS supports and encourages the use of digital technologies to enhance the learning environment and provide effective teaching tools that can be used to:

- **Collaborate** on academic work and generate discussion between faculty and students, among students themselves and with the local communities;
- **Publish** and showcase students and faculty academic and creative work;
- **Engage** faculty and students in research;
- **Learn** about new communication tools and formats such as social media and digital storytelling.

In addition to the official use of social media at AUS, faculty, staff, and students often use social media in a personal capacity.

The following guidelines aim to provide faculty, staff, and students with information concerning the use of, or the development of, any social media applications, and to benefit from the tools available. The guidelines also aim to maintain and promote a safe, professional environment. The guidelines cover issues pertaining to university policy, intellectual property, law, ethics, and professional conduct.

The following guidelines apply to the different features and functions of digital technologies. Digital technologies are:

- **Sharable.** Therefore do not claim authorship of something that is not yours. Do not post any material without the consent of the author unless allowable by the copyright terms.
- **Accessible.** Using social media as an instrument for education is valuable because it makes material easily accessible. So as not to disadvantage others who are not on social media, make sure that the same is also provided on iLearn.
- **Responsive.** When engaging with social media, ensure that you respond to questions and problems in a timely manner – timely and considered responses will mitigate any risk of online discussions getting out of hand.
- **Open.** Engaging in discussions is important but always be respectful of others’ opinions, cultures and religion. Please refer to the AUS communication policy for guidance on professional conduct for all settings (http://www.aus.edu/downloads/file/1257/aus_communications_policy).
- **Public.** Always obtain written consent when using identifiable images of others in photographs or videos. Do not divulge personal information about yourself or others, including fellow staff or students online, without first obtaining their consent. Be aware that anything you post online (even on closed profiles or Facebook groups) has the potential to become public. Do not post anything that is confidential or that you would not want to exist online permanently.

Users of social media are urged to read and comply with all UAE laws, especially UAE Federal Law no. 5 of 2012 – also known as UAE Cyber Crimes Law 2012:

Lastly, remember you are part of the AUS community so consider whether any posting and content production might reflect poorly on you or the university. Be especially mindful of creating or disseminating content that could be:

- Discriminatory or judgmental in nature;
- Offensive, defamatory, or derogatory;
- Bullying, harassing, or threatening;
- Invading others’ privacy
- Harmful to the reputation of others or the university; and
- Uncomfortable for you if it were shared publicly.