



UNIVERSITY OF SANTO TOMAS
OFFICE OF THE SECRETARY-GENERAL

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AY 2020-2021

TO : ALL ADMINISTRATIVE OFFICIALS, ACADEMIC STAFF,
SUPPORT STAFF, AND STUDENTS

FROM: THE OFFICE OF THE SECRETARY-GENERAL

RE : COMMUNICATING THROUGH SOCIAL MEDIA

Date : 17 FEBRUARY 2021

We have received an increasing number of reports of inappropriate behavior on social media among the Thomasian community since the emergency shift to online instruction. While we understand the benefits of social media as a source of information and an efficient avenue for communication, especially during the pandemic, we also have to recognize its ill effects. We render these reminders to all constituents to **exercise prudence especially in communicating through social media, as we collectively realize our goals as one Thomasian community and ensure that we remain consistent with our identity as a Catholic University:**

1. Beware of fake news and other forms of unverified information. Trust only legitimate social media sites as a source of information. Scrutinize every piece of information before you like or share. If in doubt, do not share the dubious information.
2. Always be mindful how our words and our actions affect our image as a person, as a member of the academic community, and the image of the University we belong to. Social media posts are enduring, especially when captured and shared repeatedly, and always reflect back to the ones who posted them.
3. Exercise best judgment in discerning whether a material that we intend to post or share is inappropriate or harmful to our loved ones, peers, and/or the University community. We can refer back to the teachings of the Church on good behavior, ethics, and morals as we discern what we intend to post or share.
4. Refrain from posting comments, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, can trigger adverse psychological reactions, or that can create a hostile work or study environment.



5. Do not publish, post, or release any information that is considered confidential or not for public consumption.
6. Get permission to use a third party's copyrighted material, trademarks, or other intellectual property. In instances where express permission is no longer needed, cite your sources still to give due credit.
7. The University's computer systems are intended for business purposes only. Thus, personal use of such systems is not allowed to avoid interfering with the smooth conduct of University operations.

We take this opportunity to remind everyone that we are Thomasians wherever we may be, whether in-person or virtual. Let us exude the values that we uphold as an institution and use social media to promote compassion and understanding, instead of discord and hate.

May God bless us all.


FR. JESUS M. MIRANDA, O.P., JR.
Secretary-General