



UNIVERSITY OF SANTO TOMAS  
OFFICE OF THE SECRETARY-GENERAL

UST: S006-00-ME14  
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

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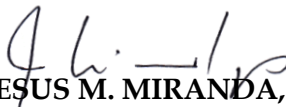
We have received an increasing number of reports of inappropriate behavior on social media among the Thomasian community since the emergency shift to online instruction. While we understand the benefits of social media as a source of information and an efficient avenue for communication, especially during 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 Do not publish, post, or release any information that is considered confidential or not for public consumption.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

#### **GUIDELINES ON TAKING OF PHOTO FOR GRADUATION PICTURE:**

- *The Picture can be taken in a professional photo studio, if possible, or at home using a high-resolution camera or cellphone.*
- *The preferred camera to be used is a DSLR or a cellphone with at least 15 megapixels. The image size should be at least 300x300dpi.*
- *The background to be used should be ALL white.*
- *The subject should be photographed in a well-lighted area while directly facing the camera. The subject should not be backlit. For INDOOR shot, the use of a Ring Light or Similar light source is advised. For an OUTDOOR shot, use a reflector, place it below the subject to add light. It would be best to take the picture in the morning, from 8 am to*

*11 am, or in the afternoon, from 1 pm to 4 pm. The direct flash of the DSLR or Cellphone camera should not be used.*

- *Please double-check that the image taken is sharp, especially in the face area of the subject. BLURRED pictures shall not be accepted.*
- *The camera should be positioned at the eye level of the subject. Please note that the distance between the camera and the subject should be estimated to contain at least a half-body shot to give room for cropping.*
- *There should be no other objects in front of the subject when the picture is taken.*
- *For female subjects, no hair should be placed in front of the face. The hair should be combed on the side or combed backward.*
- *The image to be submitted is without eyeglasses. The subject may get an extra shot with eyeglasses and be submitted for review and consideration.*
- *Please refer to the sample posts and submit the best choice.*

## **GUIDELINES ON SUBMISSION OF PHOTO VIA EMAIL**

One copy of the best photo that conforms with the above guidelines shall be submitted to [dmdthomasian2021@gmail.com](mailto:dmdthomasian2021@gmail.com). Please be guided by the following submission guidelines:

<b>Subject heading of the email</b>	LASTNAME-FIRSTNAME-MIDDLENAME-STUDENT# (i.e. SANTOS-TOMAS-DOMINGO-DE-AQUINO-2015012345)
<b>Filename of photo to be submitted</b>	Last Name, First Name, Middle Initial (Program) (i.e. Santos, Tomas DE (BS in Advertising Arts))

*Sample posts:*



DSLR CAMERA  
INDOOR SHOT - BEFORE



DSLR CAMERA  
INDOOR SHOT - AFTER



DSLR CAMERA  
OUTDOOR SHOT - BEFORE



DSLR E CAMERA  
OUTDOOR SHOT - AFTER



CELLPHONE CAMERA  
INDOOR SHOT - BEFORE



CELLPHONE CAMERA  
INDOOR SHOT - AFTER



CELLPHONE CAMERA  
OUTDOOR SHOT - BEFORE



CELLPHONE CAMERA  
OUTDOOR SHOT - AFTER