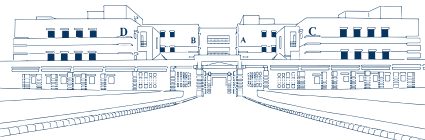




**CAPITAL UNIVERSITY
OF SCIENCE AND TECHNOLOGY**



ADMISSIONS



REGISTRATIONS



SCHOLARSHIPS



ASSESSMENTS



REGULATIONS

CUST MEDIA POLICY

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CUST Media Policy

1. Introduction

In the modern digital era, social media has emerged as a powerful tool for communication, learning, and information sharing. While these platforms offer significant benefits, the rapid spread of misinformation, inappropriate content, and unethical digital behavior poses serious risks to individuals, institutions, and society at large. Unverified or misleading content can result in misconceptions, reputational harm, institutional disruption, and legal consequences. To address these challenges and ensure the integrity of its digital presence, Capital University of Science and Technology, Islamabad has established a comprehensive Media Policy. This policy aims to regulate the ethical use of media within the university environment, promote responsible content creation and sharing, and protect the institution's values, reputation, and community standards. The objective is not to discourage media usage but to promote informed, disciplined, and constructive engagement with all media platforms, aligned with the university's academic, cultural, and legal responsibilities.

2. Short Title and Commencement

- (1) This policy shall be called the Capital University of Science and Technology (CUST) Media Policy, 2025 and shall be applicable within CUST premises.
- (2) This shall come into force with effect from the date of approval by the Executive Committee of CUST as defined in its Act 2015.
- (3) This policy shall remain in force until amended or repealed by the competent authority.

3. Applicability

- (1) This policy shall apply to:
 - (a) all enrolled students of CUST;

- (b) all full-time and part-time faculty members;
- (c) all administrative and support staff;
- (d) any individual (including ex-students), agency, or third party operating on campus with or without formal collaboration;
- (e) any media activity conducted on-campus or using CUST identifiers (name, logo, premises, infrastructure, content).

4. Definitions

- (1) The following terms, when used in this policy, shall be interpreted as defined below:
 - (a) **“Consent”** means a voluntary, informed, and unambiguous agreement by a person to allow the use of their image, voice, or any identifiable information in any form of media content.
 - (b) **“Digital Misconduct”** means any act committed through digital or electronic means that violates CUST policies, ethical standards, or the legal provisions of the PECA Act. This includes but is not limited to, harassment, unauthorized access, defamation, impersonation, and the dissemination of false or misleading content.
 - (c) **“Glorification of Offense”** means any media content that encourages, romanticizes, or trivializes acts considered misconduct, illegal, or unethical under CUST or national laws.
 - (d) **“Institutional Branding”** means all visual elements representing the identity of CUST, including its name, logo, monogram, official color schemes, taglines, banners, uniforms, and backdrop settings.
 - (e) **“Media Content”** means any visual, audio, textual, digital, or AI-generated material shared or created through print, broadcast, or digital platforms.
 - (f) **“Media Platform”** means any medium used to disseminate content, including but not limited to social media networks, blogs, websites, messaging apps, and digital forums.
 - (g) **“Official CUST Media”** means any media platform, social media account, publication, or communication tool that is directly managed, operated, or authorized by CUST.

- (h) **“Publicizing”** means the act of publishing, posting, distributing, or broadcasting any content related to CUST on digital, print, or other public platforms.
- (i) **“Unauthorized Media Activity”** means any media content or publication that has not been granted prior written/email approval.
- (j) **“CUST Premises”** includes all physical spaces such as classrooms, laboratories, offices, libraries, corridors, cafeterias, sports areas, auditoriums, and any other property managed by CUST.

5. Prohibited Media Contents

- (1) This section outlines specific categories of media content that are strictly prohibited due to their nature, intent, or potential impact on institutional integrity, public safety, or community harmony. No individual shall create, share, post, or circulate such content through any means, platform, or medium while using CUST premises, identity, or branding, that:
 - (a) contradicts or undermines the vision, mission, values, or ideological stance of CUST;
 - (b) incites students, faculty, staff, or the public to defy CUST rules, disrupt order, or threaten institutional operations;
 - (c) provokes or encourages damage to CUST property or any public/private asset;
 - (d) intimidates, coerces, or obstructs others from performing lawful CUST duties or participating in academic processes;
 - (e) promotes hate, contempt, or discrimination on religious, sectarian, ethnic, or cultural grounds likely to incite unrest or violence within the campus;
 - (f) contains or promotes obscenity, vulgarity, or sexually explicit content in violation of applicable laws and CUST values;
 - (g) is demonstrably false, misleading, fabricated, or AI-generated in a deceptive manner;
 - (h) targets, disrespects, or maligns CUST authorities, academic departments, faculty members, or administrative bodies through defamatory or baseless accusations;
 - (i) promotes extremism, violence, or any form of ideologically driven coercion or harassment towards members of CUST or its institutional structure.

- (2) The acts specified in Section 5(1) above shall constitute grave violations of institutional discipline and shall render the offender liable to disciplinary proceedings in accordance with the provisions of this Policy.

6. Prohibited Acts

- (1) This Section prescribes operational restrictions and prohibited conduct concerning media-related activities within the premises of, or on platforms associated with, CUST. The provisions herein regulate the manner, scope, and conditions under which media may be produced, disseminated, or otherwise linked to CUST.
- (2) No individual, including but not limited to employees, students, contractors, visitors, or laborers, shall:
- (a) record, film, photograph, or otherwise produce any form of media content within classrooms, laboratories, corridors, cafeterias, libraries, or any other premises of CUST without the prior authorization of the competent office.
 - (b) capture, record, or disseminate any image, video, or other visual representation of any official or student within CUST without the prior explicit consent of the individual concerned.
 - (c) publish, post, or otherwise disseminate any university-related content whether visual, audio, textual, AI-generated, or in any other form, on personal or private media platforms with the intent or effect of damaging the reputation, integrity, or legitimate interests of CUST.
 - (d) cover, document, record, or publicize any event, function, or activity of CUST on any media platform unless duly authorized or officially deputed by the competent authority.
 - (e) generate, circulate, or post AI-generated content depicting CUST infrastructure, staff, students, or academic settings with the intent to damage the academic integrity of CUST.
 - (f) modify, reproduce, or republish any content derived from CUST's official social media platforms without the prior authorization of the competent authority.
 - (g) create, disseminate, or otherwise engage in media content that glorifies, promotes, or condones any offense, whether academic or otherwise.

- (h) share, display, distribute, or otherwise disseminate any media that is contrary to the vision, mission, policies, or fundamental principles of CUST.
- (i) employ any media platform to advocate, incite, or disseminate content that is sectarian, political, religious, or otherwise divisive in nature, or that threatens the harmony, reputation, or lawful interests of CUST.
- (j) through any media, commit any act constituting harassment, defamation, unauthorized access, or infringement of data privacy rights.
- (k) refuse, delay, or otherwise fail to comply with directives issued by any member of MRC concerning the removal, modification, or clarification of unauthorized or unethical content.
- (l) use the name, logo, emblem, or any official backdrop of CUST in any commercial content or for commercial purposes without prior written authorization or a valid licensing agreement from the institution.

7. Media Regulatory Committee (MRC)

- (1) Any student, faculty member, staff, or other individual affiliated with CUST who is aggrieved by the publication, circulation, or dissemination of false, misleading, or fabricated media content relating to CUST may submit a written complaint to the MRC. Upon receipt of such a complaint, the MRC shall, within forty-eight (48) hours, assess the matter and issue appropriate directives, including, without limitation, the immediate removal, restriction, or blocking of access to the disputed content.
- (2) The MRC shall have the power to:
 - (a) monitor, evaluate, and investigate media activity related to CUST;
 - (b) enforce this policy;
 - (c) hear and decide on violations and
 - (d) recommend disciplinary actions.
- (3) The MRC shall comprise the following members:
 - (a) Director Student Affairs – Chairperson
 - (b) Director IT – Member

- (c) Chairman Department of Law – Member
 - (d) Chairman Department of CS – Member
 - (e) Director Media – Member & Secretary
- (4) Complaint Handling Procedure – Secretary MRC shall maintain an accessible, transparent, and effective procedure for handling complaints related to unethical, or offensive media contents. A clear and permanently available mechanism shall be provided through which any student, faculty, staff member, or stakeholder may submit a formal complaint to MRC. The process for lodging complaints shall be publicized on official university platforms, and the complainant shall be informed of the action taken, subject to institutional confidentiality policies.

8. Appeal Mechanism

- (1) Any person aggrieved by a decision of the Media Regulatory Committee (MRC) may file an appeal within seven (7) working days before the CUST Appeal Tribunal, which shall be constituted by the Vice Chancellor for this purpose, with the Registrar of the University serving as its Secretary. The decision of the Tribunal shall be final, conclusive, and binding on all parties.

9. Enforcement Framework

- (1) In cases where prohibited or objectionable media content is identified by the MRC or reported by any individual, violations of this policy shall be dealt with as follows:
- (a) MRC shall initiate a preliminary inquiry and seek justification from the concerned individual.
 - (b) if the violation is established then immediate removal of content shall be ordered.
 - (c) where the violation is not of a serious nature, first-time offenders may be subjected to a formal warning or a monetary fine, as deemed appropriate by the MRC.
 - (d) severe or repeated violations may result in suspension and referral of the case to the CUST Discipline Committee for further proceedings.
 - (e) in the case of external individuals or entities, legal action may be initiated in accor-

dance with applicable laws.

10. Compliance and Legal Reference

- (1) All members of CUST are obligated to comply with this Policy in both letter and spirit. Any violation thereof shall constitute misconduct and shall render the individual liable to disciplinary proceedings in accordance with institutional regulations.

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