

**Beaconhouse National University**

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**Policy Statement on the Promotion of Student Projects**

As Pakistan’s first liberal arts university Beaconhouse National University (BNU) promotes free exchange of ideas and debate, which is expertly guided by our qualified faculty. We encourage our students to conduct indigenous research and undertake projects that add value to the future academic, cultural, social, economic and technological challenges of the country. With the increasing number of social media networks and advertising platforms available to students, their projects and research have the potential to reach audiences far beyond the classroom. These developments require a greater level of responsibility from and accountability of both students and faculty, because advertising of student projects on media (traditional & social media) may lead to a host of unintended consequences. To address potential issues that could resultantly arise, BNU has adopted the following policy:

1. Projects conducted by students inside or outside the premises of the university must be approved by the course instructor (permanent or visiting) in advance.
2. Students who wish to advertise their projects or their acts/activities through any medium (including their personal social media profiles and blogs) must obtain prior written approval from the relevant course instructor and the HOD of his/her department.
3. Prior to any form of public release and dissemination, the student must obtain written permission from any/all individual(s) present in the content.
4. While posting pictures, videos or documents depicting or related to the project, students must include a disclaimer that the views are their own and do not necessarily represent the policies, positions, opinions, or strategies of BNU and cannot be attributed to the university either directly or by implication.
5. Students should seek the approval of a committee, comprising the Dean of the relevant School, Registrar and Director of Student Affairs and External Relations if they need to hyperlink from the university’s website and social media profiles.

Failing to abide by the policy may inadvertently damage the university’s reputation and cause undue security and safety concerns, in which case the university reserves the right to take any action that it considers necessary against the concerned individuals. It is, therefore, obligatory for all stakeholders to keep abreast with the challenges and follow these guidelines both in letter and spirit.

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