



“Since the truly human is found only in relationships with others that include attitudes of respect, love, and service, Jesuit education stresses - and assists in developing - the role of each individual as a member of the human community. Students, teachers, and all members of the educational community are encouraged to build a solidarity with others that transcends race, culture or religion. In a Jesuit school, good manners are expected; the atmosphere is one in which all can live and work together in understanding and love, with respect for all men and women as children of God.” (*The Characteristics of Jesuit Education no. 33*)

Communication is a great gift from God. It builds communities and can propel organizations forward as a solid unit. Nevertheless, effective communication can be challenging, especially with all the noise and distractions that may mar the message’s true meaning.

Communication is the process of creating a shared meaning among people. Its simplest form is transmitting a message from a source to a receiver (Baran, 2012). In this context, communication is sending a message, whether in text, picture, or video format, through social media, traditional media, or press conferences. For genuine communication to occur, both the sender and the receiver of the message must share the exact meaning of the message.

As a Jesuit mission partner, the Ateneo de Zamboanga University recognizes media as a powerful communication tool in carrying out its mission of education, peace-building, and sustainable development. It endeavors to establish a sound and favorable image or a positive prominence through the media industry.

SCOPE

The Media Protocol holds the governing principles on how administrators, faculty, staff, and students of Ateneo de Zamboanga University use social media and conduct themselves on radio, tv, print, media engagements, and press conferences. This set of principles ensure that messaging and content published through social or digital media, traditional media, and press conferences are consistent with AdZU’s brand and reflect Ignatian values.

DEFINITION OF TERMS

Communication refers to all types of communication made possible by the development of technology--both hardware and software, radio, television, press conferences, and print media. These activities include but are not limited to texting, sending of emails, posting or engaging on social media, video conferencing, appearing on television, doing radio guesting, doing interviews, and other media appearances. Listed below are some terms that will help us form a common vocabulary:

- Digital media- media encoded in a machine-readable format- can be created, viewed, distributed, modified, and preserved on digital electronic devices; it may also be used as synonymous with the term “new media.”
- Traditional Media- radio, television, print media, or any form of mass communication available before the advent of digital media.
- Social media- forms of electronic communication through which users create online communities (e.g., Facebook, Twitter, Instagram, Google+, YouTube, Tumblr, LinkedIn, Pinterest, Flickr, Reddit, Vine, Snapchat, or SoundCloud) to share information, ideas, personal messages, and other content.
- Digital communication- the electronic transmission of information that has been encoded digitally (as for storage and processing by computers and other similar devices).
- Minors: individuals under the age of 18.
- Vulnerable adult: a dependent adult; one who lacks the mental capacity of an adult.



I. RATIONALE:

In its capacity as a Jesuit mission partner, Ateneo de Zamboanga University is committed to the mission of intercultural dialogue and shares in the vision of active citizenship inspired by the love of God and country—pro Deo et patria. Guided by the core values of cura personalis, companionship, and discernment, the University seeks to fortify the sense of community among its members by being thoughtful and deliberate in using traditional and digital communications technologies and applying the general Ignatian principles of edification, professionalism, and accountability.



Professionalism

In our mission of educating and forming leaders, we must remember that we are role models for the faithful and the Church's youth. Although forming close relationships and friendships with those whom we guide is inevitable, we must maintain a certain level of objectivity and professionalism and encourage respect from those we guide by setting the appropriate boundaries in all of our communications and conducting ourselves appropriately whenever we appear on television, radio, print, or media gatherings.

Responsibility and Accountability

Our Ignatian values and principles call for due diligence and sound judgement in conducting oneself on social and traditional media. As such, all must work to foster goodwill and reflect well on the individual and the school.

Administrators, Faculty, Staff, or students of AdZU are personally responsible for their published content and can, therefore, be held personally accountable. Members of the community may choose to maintain separate email and social media accounts for their professional and personal communication. Furthermore, they may appear on television or radio as guests, do newspaper interviews, or other similar events. Nevertheless, they should always endeavor to publish content or be in a manner that reflects Ignatian values.

MEDIA PROTOCOL

II. PRINCIPLES

The Ateneo de Zamboanga University--its administration, faculty, staff, and students, shall dedicate themselves to promoting the “greater glory of God” and the common good. Therefore, whether public or private, all forms of communications must strive to echo AdZU core values and always edify our fellow men and women.

In keeping with the school motto “*Pro Deo et Patria*” and its role as a Jesuit mission partner, AdZU’s message, published or broadcasted whether in traditional or digital media, must manifest the spiritual legacy of St Ignatius and his emphasis on *discreta caritas*, “*discerned love*.”

In communicating, members of the Ateneo de Zamboanga University community must exercise *discreta caritas* summarized in the acronym THINK:

THINK

T = TRUE

A Jesuit mission partner is on the side of truth. All his messages are TRUE to the best of his knowledge.

H = HELPFUL

A Jesuit mission partner’s task is to build up other people and the Body of Christ. Every message can build or harm.

I = INSPIRING

Human communication is not merely cerebral. All human messages have an affective component to them. A Jesuit mission partner is aware of his messages’ affective component and their effects on the receiver.

N = NECESSARY

Some messages are better left unsaid or un sent. A Jesuit mission partner is aware that media makes communication convenient and extensive that a knee-jerk reaction is fostered, often giving rise to communication that is neither helpful nor harmful.

K = KIND

Since charity is the norm of all Christian behavior (Jn. 13: 35/ Mt. 11:29), a Jesuit mission partner’s messages are always kind or do not have the potential to harm.





SOCIAL MEDIA

Social media has changed how community members participate in social activities and communicate with each other. Members of the AdZU community may engage in social media. However, all must remember that online communications can be logged, archived, and forwarded; IP addresses can be tracked; blogs, forum posts, and comments are often not protected by privacy settings and are visible to the public. Therefore, even when posting in the strictest and most private settings, it is more prudent to consider all published content permanent and public.



A. Edification

All members of the AdZU community shall refrain from:

1. Posting or promoting hate speech, cyber-bullying, or messages that are threatening, obscene, violent, abusive, or otherwise offensive to others' sensitivities.
2. Posting or promoting fake news or sharing unverified content that may lead to misinformation.
3. Posting or promoting deceiving, defamatory, derogatory, or inflammatory content (e.g., bashing, ranting, shaming, or shading) that may damage the University's or community members' reputation.
4. Posting or promoting discrimination based on religion, ethnicity, age, gender, political views, or sexual orientation.
5. Using/bringing the name of AdZU to promote self-interest or personal gain (e.g., solicitations, fundraisers, gaining support or favors) without proper university authorization.

B. Professionalism

All members of the AdZU community must:

1. Respect the privacy of offline or personal conversations and not post them online.
2. Positively engage in conversations or healthy debates by providing worthy information and perspective. Remember that every comment or post may reflect on the image of the University.
3. Refrain from online altercations with other members of the Ateneo community. Bear in mind that behind the message or the post is another human being.
4. Promote professionalism by identifying self in all digital communications. Many are emboldened by the anonymity that digital communications can provide. However, AdZU community members must use their real identities when posting, commenting, or conducting themselves online.
5. Exercise prudence when posting personal views and opinions about politics, social issues, university policies, and other topics of similar nature.
6. Take special care when communicating with minors, vulnerable adults, and marginalized members of society.
7. Observe Data Privacy. Avoid sharing or posting personal information of administrators, colleagues, faculty, staff, or students online.
8. Use caution in posting personal information online. Regardless of one's privacy settings, assume that all information is public information.
9. Guard the image of the University at all times. Confidential information about the University should never be posted on social media. Similarly, personal views on university policies are strongly discouraged on social media. Doing so opens them up for public discussion and may subject AdZU or its community members to attack, defamatory comments, and damage the reputation.



C. Responsibility and Accountability

All members of the Ateneo de Zamboanga University community are expected to:

1. Adhere to discussing only those within one's area of responsibility when asked to address matters that concern the University.
2. Respect intellectual property rights. Use copyrighted photographs, videos, or graphics with written permission and avoid pirated materials and unlicensed software.
3. Endeavor to publish content that reflects AdZU's core values. If administrators deem any published content inappropriate, embarrassing, or harmful, one must be ready to delete or un-publish it.
4. Express views with appropriate language and civility and be especially cautious when writing in haste or emotionally.
5. Exercise due diligence by rereading the text for errors and possible misinterpretation before publishing content, sending an email or a message, and avoiding communication that may be construed to contain inappropriate content or sexual innuendo.
6. Avoid posting fake news or sharing unverified content that may lead to misinformation.
7. Manage the use of social media so that it does not interfere with work or studies.
8. Refrain from creating social media accounts for the University to avoid confusion. The University Communications Office manages AdZU's official social media accounts. Furthermore, creation of social media accounts for a specific unit must be coordinated with the University Communications Office for inclusion in the official university social media accounts.



ATENEO
DE ZAMBOANGA UNIVERSITY

TRADITIONAL MEDIA & PRESS CONFERENCES

Traditional Media (radio, television, and print media) are effective tools for generating awareness, broadcasting marketing efforts, and attracting the target audience's attention. Having a broad reach, its audio, visual, and written components possess the potential for making a lasting impression of an individual or the organization represented. Members of the AdZU community, when appearing as guests on radio or television or being interviewed for a newspaper story, must remember that they are representing the Ateneo de Zamboanga University; hence, they should appear in the best interest of the University.

On the other hand, press conferences are events in which prominent personalities or organizations, a.k.a "newsmakers," invite media to communicate important news, recent or "breaking" events, or significant happenings. This event features an interactive forum to give way to questions from the media.



A. Edification

All members of the AdZU community must avoid:

1. Promoting hate speech, bullying, or messages that are threatening, obscene, violent, abusive, or otherwise offensive to others' sensitivities.
2. Talking about or sharing unverified content that may lead to misinformation.
3. Giving deceiving, defamatory, derogatory, or inflammatory information that may damage the University's reputation and other community members.
4. Promoting discrimination based on religion, ethnicity, age, gender, or sexual orientation.
5. Using/bringing the name of AdZU to promote personal agenda or personal gain (e.g., solicitations, fundraisers, gaining support or favors) without proper authorization from the University.



B. Professionalism

All members of the community must:

1. Respect the privacy of personal conversations and not share or talk about them during interviews or media appearances. Furthermore, remember that the mic and the camera are always on during live interviews, and it is practically impossible to retract whatever is said.
2. Engage positively in conversations or healthy debates by providing worthy information and perspective. More importantly, stick to the talking points.
3. Promote professionalism by arriving at least 30 minutes earlier than the scheduled guesting/interview.
4. Exercise prudence when talking about personal views and opinions about politics, social issues, university policies, and other topics of similar nature. If asked to comment on issues, a member of the AdZU community must make a disclaimer by pointing out that the opinions expressed herein are exclusively the author's and not of the Ateneo de Zamboanga University, its president, or any other personnel.
5. Take special care when communicating with minors, vulnerable adults, and marginalized members of society.
6. Observe Data Privacy. Avoid sharing personal information of administrators, colleagues, faculty, staff, or students during interviews or media guesting.
7. Guard the image of the University at all times. Confidential information about the University or personal views on university policies should never be discussed on radio, television, or newspaper articles. Doing so opens them up for public discussion and may subject AdZU or its community members to attack, defamatory comments, and damage the reputation.



C. Responsibility and Accountability

All members of the Ateneo de Zamboanga University community must

:

1. Adhere to discussing only those within one's area of responsibility when asked to address matters that concern the University.
2. Respect intellectual property rights. Use copyrighted photographs, videos, or graphics with written permission and avoid pirated materials.
3. Endeavor to act and speak in a manner that exhibits respect towards others. Avoid acts or speech that are inappropriate, embarrassing, or may damage the reputation of the University or any member of the community. Express views with appropriate language and civility and be especially cautious when talking or writing in haste or emotionally.
4. Avoid sharing fake news or discussing unverified content that may lead to misinformation.



DISCLAIMER

The Ateneo de Zamboanga University Media Protocol serves as a guiding policy to community members in utilizing social and traditional media as avenues to support the University's vision of society and community and mission in the service of God and the Country. It does not aim to curtail freedom of speech but rather reminds all to use this freedom accompanied with consciousness or sensitivity and responsibility or accountability.

Updated as of July 21, 2021

REFERENCES:

References:

Ateneo de Zamboanga University. (2017). Ateneo de Zamboanga University vision, mission, & identity statement.
https://www.adzu.edu.ph/vision-and-mission-7/?fbclid=IwAR3nUQ0ilEsmCgks7dX8vDv17ZhUMQgOy_CoiTiJXsoAHhfxVG-xzxivbQ

Baran, S. J. (2012). Introduction to mass communication (7th ed.). McGraw-Hill.

Jesuit Institute (2014). The Characteristics of Jesuit Education– An Abridged Version. Jesuit Institute London.

Philippine Province of the Society of Jesus. (n.d.). Social media protocol: Perspectives and guidelines. Ateneo de Manila University.
<http://ateneo.edu/sites/default/files/attached-files/PHI%20Province%20Social%20Media%20Protocol.pdf>

Xavier University. (2020, July 27). Xavier University social media protocol. Memo# U2021-012.
<https://www.xu.edu.ph/presidents-memo-link/4701-memo-u2021-012-xu-social-media-protocol>

IMAGES

[https://commons.wikimedia.org/wiki/File:Blason_Es_famille_O%C3%B1az_\(Loyola\).svg](https://commons.wikimedia.org/wiki/File:Blason_Es_famille_O%C3%B1az_(Loyola).svg)

https://zootemplate.com/wp-content/uploads/2015/02/social_media.jpg

<https://edkentmedia.com/does-traditional-media-still-work/>

<https://www.fttelecoms.org/en/hands-on-smart-phones-a-group-of-friends-using-mobile-phones-s/>

<https://blnews.net/2021/02/learning-through-radio-and-television-in-the-time-of-covid-19/>