



**20/2023 (X.24.) Rector's  
Instruction on ethical content  
sharing**

The management of the University of Óbuda (hereinafter: University) recognizes the role of social media in the effective sharing of information and the active community participation of the University and its citizens. However, the use of social media also entails certain risks and responsibilities. In order to comply with the University's Code of Ethics and the University's Rules of Organisation and Conduct, and to facilitate responsible decisions regarding content sharing and social media use by University employees (both employees and contracted lecturers and researchers), I am imposing the following procedures:

In accordance with the provisions of the above regulations, employees have a duty of loyalty to the institution, to identify with the objectives of the University, to contribute by their activities and conduct to the preservation and enhancement of the University's reputation, and to refrain at all times from damaging the University's reputation and to contribute in their own activities to the best of their ability to the achievement of the University's objectives and the performance of their duties, and to oppose any manifestations that may reflect negatively on the University.

All University citizens, and in particular faculty and senior staff, are expected to behave in a manner befitting a University citizen when using social networking sites; both in the content and tone of their correspondence and in the images they post, they should be aware that their communications are public communications that may affect the image of the University.

Employees are prohibited from posting any content, audio, video or recorded material on the University's websites, official media platforms related to the University's activities that is (i) obscene, (ii) sexual, (iii) offensive to good taste, (iv) contains religious, political, hateful or other offensive images or text, (v) infringes the reputation of the Employer, (vi) infringes copyright, (vii) or is otherwise infringing.

Sharing such content on employees' private social networking sites should also be avoided due to the risk of damaging the employer's reputation. In this context, the employee's job title and position in the organisational hierarchy are also of particular importance.

Audio and video recordings made during events and programmes (in particular: missions, professional conferences) organised and financed at least in part by the University, and recorded for private use, may be shared on the University's websites and official media platforms related to the University's activities with the written permission of the Rector.

Sharing such footage on private social media platforms is permitted without reference to the University as the funder.

This instruction shall enter into force on 24 October 2023.

**Prof. Dr. Levente Kovács** rector

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