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Social Media Guidelines for Students

1. For all the activities that need to be highlighted on the **official social media pages** of the college, student can send the content in the standard form to the social media coordinators of the college. Upon preliminary moderation, the senior coordinators can selectively take a call to **publish the posts** on the official channels.

2. Any idea or comment passed on by the students in social media will certainly have a direct or indirect effect on **college's reputation**. Therefore, one should make sure that he/she have all the supporting facts before the post is made. Posts must be checked for **spelling** and grammatical mistakes. Mistake, if any, should be promptly admitted and corrected.

3. One should be **thoughtful** before his/her post. Pages other than the official pages shall avoid the use of the institute's online assets such as college **website, logo** or photographs of prominent personalities as their cover pages, background images, profile photos etc.

4. A student should have a **respectful tone** for his/her friends, faculties, staff and alumnus in their social media posts.

5. One should not post about any **mismanagement or any conflict** that a student may have with any of the faculty, department, authority or a rule. One needs to find the right point of contact offline or the person responsible for the same and avoid a straight post on social media.

6. One should not post anything that will come back to haunt him/her. It should be remembered that the **employers** might go through the college profiles and student's personal profiles before selecting students in the interview for placement.

7. One should not post **offensive statements,** ethnic slurs, personal insults and obscenity on the social media. A small **joke** could be someone's **bullying or harassment**. Any cases of such incidences may tantamount to **ragging** and will be acted upon by utter seriousness by the Disciplinary Committee.

8. In case of **posting photos**, permission of those concerned should be sought. If someone objects to photography, it should be avoided as a matter of common courtesy.

9. One should not make any comments relating to **sex, gender**, **race** (including nationality), **caste, disability** or age. One should also show proper consideration for others' **privacy** and for topics that may be considered sensitive, such as **politics, belief** and **religion**; online conflicts related to these should be avoided.

10. One should be cautious about posts which can potentially cause spreading of **Rumors/Disrespect** on the web. Social media pages are on a constant watch by the coordinators, senior coordinators, the management and at times the government law regulatory bodies. Rumors and **messages of violence and hate**in college groups and through personal pages should be avoided. The coordinators can **block** any individual who repeatedly post offensive or frivolous comments.

11. Many students feel it's safer to post about **controversial topics** if it's done via sharing or tweeting someone else's words. While this may keep him in a somewhat safer position, posting these types of things ultimately shows an endorsement of the sentiments or ideas expressed and are equally offensive.

12. As a **general guideline** one should not post anything that one would not say at a **public forum**. If one has doubt about whether a material is appropriate for posting, then he/she can consult the social media coordinators of the college.

13. Modern advanced **tracking tools** can quickly find out the source of the content. The Internet is not anonymous, and it does not forget. Search engines can pick up posts years later, and posts can be easily copied and forwarded. Archival systems save information even if one deletes a post. Being in the assumption that none will find the offender and hold him/her accountable for the posts is completely wrong.

14. Student should post the help and support they received from people around, the **good points about institutions** and the faculty and staff therein. One must not atleast express any disrespect towards his institute that groomed him/her to eventually establish as a professional, if not promote the good things and good experience of the institute.

Guideline for the Social Media Cell

1. This cell will ensure that all the **important events**, initiatives, student accomplishments and everything that goes around in the campus can be entirely covered in official social media pages of the college and should curate content on a regular basis and upload photo albums for the reminiscence of everyone. In this regard they should regularly refer the college website and collect news from students, faculty, departments and administration. However, the authenticity of the news must be verified before posting.

2. If any **offensive posts** (statement or picture or video) by a student (present or alumni) is noted by the social media cell members in whatsapp groups, facebook, tweeter, blogs or any other online platform, then it should be immediately brought to the notice of the coordinator/senior coordinator who would then consult with other members to judge the seriousness of the offence and if required conduct a preliminary enquiry. Then they should pass on the complaint with evidence and recommendation to the **Disciplinary Committee (DC)** for taking necessary penal action within maximum 2 days of the post been noticed.

3. For **alumnus** posting derogatory/objectionable posts regarding college, the college authority may write to the employer of the concerned alumni complaining about such activity.

4. If any social media post tantamount to **ragging** then the complaint may be passed on to the Anti-Ragging Committee.

5. The social media cell should keep account of all **student whatsapp group** created by students of different years and department of the college and have a monitoring mechanism through the student representatives in the cell.

6. The cell should conduct **meeting** formally once every month and record the proceedings for routine submission to the Registrar. Initially the objective would be to create the official social media platform of the college with selective content posted officially.

7. Based on the advices of the expert (external) members of the cell, necessary **modification** can be made in the above **guideline**.