Social Media Guidelines 2024-25 for Students, Faculties and Media Coordinators

Purpose of Guidelines

The guidelines are devised to assist and provide students, staff and faculty with a clear indication of social media and its ability. By building a foundation for communication and interaction online, this set of guidelines promises to provide a smooth functioning to the social media set up in the organization and ensure that the brand further builds its online reputation.

General responsibilities of Students about the guidelines

It is the responsibility of students to go through all the guidelines before using the organization's social media platforms for any purpose. It is the responsibility of the concerned authorities appointed by the management to ensure that the students read and understand all the guidelines and adhere to them strictly.

The Must Follows

Name on the social media channels

All the official pages of AISSMS shall use the name AISSMS inclusively. This right shall stay only for the official page of the organization and no other pages on the media shall adopt the official name of the page. All the currently existing pages using the AISSMS name that are not part of the official channels are requested to be discontinued.

Associated elements of the page

Username/URL -The username and the URL shall always have "AISSMS"

Profile & the Background Image

The profile image shall always have the logo incorporated. The background image can however have a clear image for identification. Also, the profile image shall be consistent across the social media platforms i.e. the same image shall be used for a college across all the channels.

- Any idea or comment posted by any student will certainly have a direct or indirect impact on the reputation of the college. Be thoughtful before you post.
- Keep a respectful tone towards your colleagues, faculty and staff across all platforms.
- Remember that social media is not the place to post about any mismanagement or any dispute that you may have with any faculty member, department or regulation. One should reach out to the correct point of contact in person for the same and refrain from posting any grievance on social media.
- Do not post anything that you may regret later. Remember, the employers might go through the college profiles and your personal profiles before selecting you for the interview or for the placement. Having inappropriate functioning of your social media accounts can lead to intangible effects on you and the organization.
- Do not post offensive statements, pictures or videos on the web. A small joke by you could be bullying or harassment for someone else. Any such cases will be taken seriously by the disciplinary committee of the organization. This includes any false rumours and disrespectful posts.
- For the posts pertaining to education or the organization, you will be solely responsible for the created content in any form. Be mindful here again.
- Using Fake Accounts & Names - Modern tracking tools can quickly find out the source of the content. Thus never assume that none will find you and hold you accountable for the objectionable posts.
- Use of Logo -The logo stands for the college identity & its misuse can have serious implications. Do not use college logos in any unofficial communication unless approved and moderated by the social media coordinators.
- Do not make any offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion, belief, or age.

Dos and Don'ts for Social Media

- **Do review the Post for spelling and grammatical errors.**

Before publishing any post, review what you have written for mistakes because sometimes sneaky errors can slip by, despite initial proofreading efforts.

- **Do use good quality images and videos!**

When using content like images and videos, make sure they are of good quality. Images that are of low resolution or inclined should be avoided. Similarly, videos should be checked for clear visibility and sound.

- **Do be responsive to questions, comments, and messages.**

Being irresponsive to comments and messages from followers might create misconceptions about the institute and damage our brand. Keep tabs on activity on your social media accounts and respond promptly to your followers. Delete all sorts of advertisements in the comments.

- **Do maintain uniform identity across platforms.**

While posting on different social media platforms, Communication and representation should be uniform and should be as per the Brand Manual.

- **Good Title and Proper Description is a must**

The post especially on YouTube should have a catchy title and its description should be made in a proper way describing all the necessary information about the video.

- **Do not be negative or aggressive online.**

Always avoid spreading negativity on social media i.e. don't be a hater or a troll. Hateful, harmful, and hurtful comments paint a negative image on social media.

- **Always check the notification**

In order to be active on social media, it is of utmost importance to always check notifications. It helps in understanding the engagement of users with us and in removing spam comments.

- **Prioritizing the Networks**

One of the major objectives of social media is increasing networking with relevant people and companies. Especially in the case of LinkedIn - it helps in connecting with industries while Facebook and Instagram are quite useful in the engagement of students and alumni.

- **Optimized use of Hashtags**

The use of hashtags is done to reach a relevant and targeted audience. The hashtags should be studied and used in optimum numbers. Using it in exceptionally large numbers or very few creates a poor appearance of the post. Usually, 3-5 hashtags are recommended.

- **Avoidance of Multiple Social Media Accounts:**

It is advisable to refrain from creating multiple social media accounts. It helps maintain our authenticity and keeps our audience together.

- **Always use the mention feature**

Instead of tagging, mention the person/company as it looks more elegant and creates a sober perception as well as helps in reaching out to maximum people.

For any queries regarding social media, connect to the respective Media Coordinators of the Colleges or Central Media Team as mentioned below:

Name of the Coordinator	Email Id	College Name
Mrs. Sasha Shelke	media@aissms.org	Central Media
Mrs. Mansi Padwale	media@aissmschmct.in	Central Media
Mr. Kshitij Bhilare	info@aissms.org	Central Media
Mr. Sandeep M. Chaudhari	smchaudhari@aissmscoe.com	AISSMS College of Engineering
Mr. Neha Patil	Neha.patil@aissmsioit.org	AISSMS Institute of Information Technology
Mr. Vishal Shetkar	vvshetkar@aissmspoly.org.in	AISSMS Polytechnic
Mrs. Shivani Rao	rao_sh@aissmscop.com	AISSMS Pharmacy
Mrs. Anuradha Karmarkar	prchmct@gmail.com	AISSMS College of Hotel Management and Catering Technology
Mrs. Ursula Sumant	urssilasumant@aissmsiom.org	AISSMS Institute of Management
Mr. Prashant Walke	itc410boribhadak@yahoo.com	AISSMS Private Industrial Training Institute
Mrs. Aruna Bengari	sspmpds@aissms.org	SSPM Primary Day School
Mrs. Ayesha Pathan	sspmnurseryschool@aissms.org	SSPM Nursery School

Mrs. Sasha Shelke,
Head, Media and Marketing Connect, AISSMS

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