



AISSMS

ALL INDIA SHRI SHIVAJI MEMORIAL SOCIETY
PREMIER HERITAGE GROUP OF INSTITUTES

55-56, Shivajinagar, Pune - 411005, Maharashtra, India
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www.aiissms.org



SHRI MALOJIRAJE CHHATRAPATI
Honorary Secretary

Social Media Guidelines 2021-22 for 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. This document is for any AISSMS associate who is using or considering using social media in any capacity. By building a foundation for communication and interaction online, this set of guidelines promise to provide a smooth functioning to the social media set up in the organization and ensure that the brand further builds its online reputation.

Why Social Media Guidelines

The spread of digital media in the last decade needs no introduction. The web started as an information sharing technology and rapidly changed from just information sharing to networking. Popular social media platforms like Facebook, Twitter etc. have made technology a part of living.

Social media, through its responsive, spontaneous and quick nature has the capability to spread the news in no time, in some cases they even beat the electronic and the print media.

Utilizing this vibrant nature of social media for uplifting the brand and engaging with the apt target audience can ensure a long-lasting relationship of the audience with the brand and will bring in more consumer loyalty and brand value to the organization.

But along with these immense opportunities that the social media brings, it also houses some threats because of its viral nature. It is a double-edged sword which needs to be used cautiously.

This document will enable the organization to set a standard process for operation on social media. It is a document for all the faculty staff and students, and one can find the dos and don'ts of all the activities in the same.



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Scope of guidelines

This document is meant for all the students, faculty members, staff and members of the organization to promote the activities and initiatives of AISSMS directly or indirectly across the online channels available which in turn will increase the brand reputation.

Fundamental Rules of Action

The guidelines are for all the institutions that fall under the AISSMS organization and the rules are central to the whole organization.

AISSMS.ORG will be from here on identified as the central website to look up to for any recent updates and news of any initiative or activity happening across the organization.

Coordinators and senior co-ordinates are requested to share and encourage promotion of all the activities that go into the main page of the organization. The platforms to be primarily selected for promotions in phase 1 shall be Facebook and Twitter.

Each college shall appoint one official senior coordinator who will manage the social media activities of content creation, compilation, posting through a monthly content calendar.

Each college shall appoint two official junior coordinators (can be students or faculties) who will be assisting the senior coordinators in the day-to-day online activities.

Day to day online activities

The nature of social media demands immediate reverting to the questions, reviews, post comments in time. This is crucial for the smooth and ideal functioning of the page.

The content and the format of the content needs to be pre-decided by the senior coordinators in advance by creating a monthly content calendar. These events can then be scheduled by using advanced social media marketing tools.



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Approvals

The approvals must be in the following order:

Student coordinators/Junior Coordinators create a content calendar by strategizing with the senior coordinators, head of marketing and third-party assistance available on points in line to the overall organization.

Once the content calendar has been created, associated approvals need to be planned for the same. Approvals within the college team and approvals with the organization heads needs to be worked out centrally to avoid inconvenience in operation.

The photographs and the videos need to be in line with the brand guidelines as per the brand manual of the institute.

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 in any capacity. It is the responsibility of the concerned authorities appointed by the management to ensure that the students read and understand all the guidelines and also adhere to them strictly.

Dos and Don'ts for Social Media Promotion

Do review the Post for spelling and grammatical errors.

Before publishing the posts, review what you wrote and fix mistakes. Review the content again after you publish it because sometimes sneaky errors can slip by, despite initial proofreading efforts.



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

Use of content like images and videos should be 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.**

Missing on being responsive to comments and messages from followers might create misconception about the institute, missing opportunities and damaging your brand. Keep tabs on activity on your social media accounts and respond promptly to your followers. Delete all sorts of advertisements in 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 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 being negative on social media. Basically, do not be a hater and don't be a troll. Hateful, harmful, and hurtful comments paint a negative image on social media. Beyond that, being decent and courteous on social media creates a positive image.



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- **Always check the notification**

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

- **Do prioritize the Networks**

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

- **Do optimize 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 less numbers creates a poor appearance of the post. Usually, 4-6 hashtags are recommended.

- **Always use mention feature**

Instead of tagging, use mentioning the person/company as it looks more elegant and create a sober perception. It helps in reaching out to maximum people.

Shri.Malojiraje Chhatrapati
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