



AISSMS

ALL INDIA SHRI SHIVAJI MEMORIAL SOCIETY

PREMIER HERITAGE GROUP OF INSTITUTES

55-56, Shivajinagar, Pune - 411005, Maharashtra, India

Tel: +91 20 2553 4661 / 62 Email: honsecretary@aisms.org

www.aisms.org



SHRI MALOJIRAJE CHHATRAPATI

Honorary Secretary

Social Media Guidelines 2021-22 for Students and Faculties

Purpose of Guidelines

The guidelines are devised to assist and provide students, staff and faculty 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 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.

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.

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.



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Social media guidelines for Students and Faculty

• 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 adapt the official name of the page. All the currently existing pages are requested to be discontinued.

The departments can/cannot include AISSMS as per the decision of the management.

• Associated elements of the page

Username/URL – The username and the URL shall always have “AISSMS”

Profile & the Background Image – The profile image shall mostly have logo incorporated. The background image can however have a clear image for the 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.

- The students and individuals associated with AISSMS through any of its institutes need to understand that they are perceived as the person of knowledge or expert about the organization. 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 the internet platforms.



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- 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 to posting any grievance on social media.
- Do not post anything that will come back to haunt you. 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.
- 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 advance tracking tools can quickly find out the source of the content. Assuming that none will find you and hold you accountable for the objectionable posts will land the individual in a serious legal engagement.
- Spreading Rumors/Disrespect on the Web – Remember that the social media pages are on a constant watch by the coordinators, senior coordinators, the management and at times the government law regulatory bodies. Avoid rumors and messages of violence and hate through the organizational pages, groups and your personal profiles.
- 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.



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Dos and Don'ts for Social Media

- **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.

- **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 notifications. It helps in understanding the engagement of users with us and helps us remove spam comments.

- **Prioritizing the Networks**

One of the major objectives for social media is increasing network with relevant people and companies. Especially in case of LinkedIn – it helps in connecting with industries while Facebook and Instagram are quite useful in 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 less numbers creates a poor appearance of 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.

- For any queries regarding social media, connect to the respective media coordinator's of the colleges as mentioned below :

Name of the Coordinator	Email Id	College Name
Mrs Manisha Kondhare	mmkondhare@aiissmscoe.com	AISSMS College of Engineering
Mr Girish Navale	girish.navale@aiissmsioit.org	AISSMS Institute of Information Technology
Mr Vishal Shetkar	vvshetkar@aiissmspoly.org.in	AISSMS Polytechnic
Mrs Shivani Rao	rao_sh@aiissmscop.com	AISSMS Pharmacy
Mr Yogendra Tanwar	prchmct@gmail.com	AISSMS College of Hotel Management and Catering Technology
Mrs Archana Raut	archanaraut@aiissmsiom.org	AISSMS Institute of Management
Mr Prashant Walke	itc410boribhadak@yahoo.com	AISSMS Private Industrial Training Institute

Shri. Malojiraje Chhatrapati

Hon. Secretary, AISSMS