



Social Media Guidelines 2025-26 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.

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.



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- 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 no one 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.

For any queries regarding social media, connect to the Media Coordinator of the College as mentioned below:

Name of the Coordinator	Email Id	College Name
Mrs. Anuradha Karmarkar	prchmct@gmail.com	AISSMS College of Hotel Management and Catering Technology

