



G.L. BAJAJ
INSTITUTE OF TECHNOLOGY AND MANAGEMENT
PLOT NO. 2, KNOWLEDGE PARK-III, GREATER NOIDA

SOCIAL MEDIA POLICY

(Approved in the 20th BOG meeting held on 19-05-2018 vide agenda Item no. 20.8)

Registrar
G.L. Bajaj Institute of Technology & Management
Plot No 2, Knowledge Park - III,

Managed By : Rajiv Memorial Academic Welfare Society, Mathura
Approved By : All India Council for Technical Education, New Delhi
Affiliated To : Dr.A.P.J. Abdul Kalam Technical University, Lucknow

SOCIAL MEDIA POLICY

Policy: This provides basic guidelines for all the employees of the institute how to use social media and aims to protect the representation of the college and its community members. This broadly covers blogs, microblogs, message board, chat rooms, electronic newsletter, online forms, social networking sites and other sites and services that permits user to share information with others.

Purpose of the Social Media Usage (For the Institute as a whole):

1. To support networking within and outside the institute with their stockholders.
2. To enhance the representation of the college / institute on social platform.
3. To build institutional loyalty and pride.
4. To motivate and stimulate involvement with in the institute by sharing of information and achievement.
5. To promote and showcase the institute as a brand.

Particulars of Policy:

1. There will be only one official page of the institute which will be administered by the person assigned by the Authority. All other pages/sites which are in other names but any how related to the institute or part of the institute are not allowed.
2. Employee of the college need to know and adhere to the institute code of conduct and other policies while using social media in reference to the institute.
3. Any media post which uses / mentions the name of the Institute is treated as an official post and employees should take appropriate permission to use it for social media team.
4. Any personal branding on any of the official page / usage of social media network or personal blogging / writing of online contents is discouraged and could result in disciplinary action.
5. The post should highlight the achievement of institute, department, students and individuals in case he/she has bring laurels to the institute.
6. Any post reflecting the individual's achievements which is gained through its personal networking or is a paid platform, the same should be discouraged and can be allowed with consent on the competent authority.
7. While writing / posting any news for publication the hierarchy of the organization should be maintained.
8. Principles of the integrity, professionalism, privacy and impartiality should be observed while posting on line content/post.
9. The authenticity of the post is important; the author/writer should verify the content with credible sources before posting or tweeting about it.
10. It is highly recommended that employee keep their separate personal accounts to post information and other content which is received or gained on the platform or events which are not official in nature and participation in such platform are personal (i.e. not approved / sanctioned / forwarded officially)
11. If any employee published content that involves work for subject associated with institute a disclaimer should be used, such as: "**The posting on this site are my own and may not represent the institute position, strategy or opinion**"
12. All employees are hereby informed that any violation of this policy will be observed as a high level of misconduct and disobedience, therefore, suitable disciplinary action will be initiated.
13. Any other social media page related to any of the student club of college/student chapter should be active only after taken proper sanctioned and approval from competent authority.


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