



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@aissms.org

www.aissms.org



SHRI MALOJIRAJE CHHATRAPATI

Honorary Secretary

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.

Social media guidelines for Individuals – Students

- The students and individuals associated to AISSMS college 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 the any student will certainly have a direct or indirect impact on the reputation of college. Be thoughtful before you post.
- Keep a respectful tone for your colleagues, faculties and your staff across the internet 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 to post 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 effect 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.



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- Use of Logo – The logo stands for the college identity & its misuse can have serious implications. Do not use logo of the college in any of the unofficial communication or 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.

AISSMS – Do's and Don'ts for Social Media

- 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.

- 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.

- Be responsive to questions, comments and messages.

Missing on being responsive to comments and messages from followers might create misconception about institute, missing opportunities and damaging your brand. Keep tabs on activity on your social media accounts and respond promptly to your followers. Delete all sort of advertisement in comments

- 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 specially on YouTube should have a catchy title and its description should be made in proper way describing all the necessary information about the video

- Don't be negative or aggressive online

Always avoid being negative on social media. Basically, don't be a hater and don't be a troll. Hateful, harmful and hurtful comments paint a negative image on social media. Beyond that, being a decent and courteous on social media creates a positive image.

- Always check the notification

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



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- **Prioritizing the Networks**

The one of the major objectives for social media is increasing network with relevant people and companies. Specially 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 to relevant and targeted audience. The hashtags should be studied and used in optimum numbers. Using it in very 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.



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Media and Marketing Connect

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No 1/AH7/462

To,
All Concerned Heads of Institute
All India Shri Shivaji Memorial Society
55-56, Shivajinagar
Pune.

Date: 11/09/19

Sub – Social Media Guidelines 2019-20 for Faculties and Students.

Dear All,

This is in regards to the Social Media Guidelines 2019-2020 for all the AISSMS Faculties and Students, we have attached herewith the Do's and Don'ts for your reference. Request you to please adhere to the same and communicate to all the students and faculties.

Thanking you

Sasha

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

