



Social Media Guidelines 2020-21

General responsibilities of Students about the guidelines.

- It is the responsibility of students to go through all 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 with AISSMS Organization 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 student will certainly have a direct or indirect impact on the reputation of the 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 an intangible effect on you and the organization.
- Do not post offensive statements, pictures or videos on the web. A small prank 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 – 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.



AISSMS

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- 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 rumours and messages of violence and hate through the organizational pages, groups and on your personal profiles.
 - 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 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.

Pandemic Guidelines:

The current pandemic (COVID-19) situation is critical and students should refrain from forwarding and sharing sensitive content/rumors or unsolicited content through the web.