



AISSMS Social Media & Digital Communication Guidelines 2026-27

1. Purpose and Scope:

The AISSMS Social Media & Digital Communication Guidelines are designed to promote responsible, professional, and effective use of social media and digital communication platforms across all institutions under the AISSMS umbrella.

These guidelines aim to:

- Protect and strengthen the reputation and identity of AISSMS.
- Promote responsible digital engagement.
- Ensure consistency in institutional communication.
- Encourage positive representation of the institution.
- Provide guidance on the use of emerging technologies and digital platforms.

These guidelines apply to:

- Students
- Faculty Members
- Administrative Staff
- Institute Heads
- Media Coordinators
- Student Ambassadors and Content Contributors
- Alumni associated with AISSMS activities
- Any individual authorized to create, manage, or contribute content on behalf of AISSMS

2. Social Media Governance

All official AISSMS social media platforms represent the institution and shall uphold the values, reputation, and integrity of AISSMS.

The Central Media Team serves as the authority for digital communication standards across AISSMS institutions.

Individual institutes may create and publish content relevant to their activities and achievements. However, the Central Media Team reserves the right to review, modify, archive, or remove content that:

- Violates institutional standards.
- Contains incorrect or misleading information.
- Misrepresents AISSMS.
- Damages institutional reputation.
- Conflicts with Society-level communication objectives.

Any proposal for creation of a new official social media account shall require approval from the concerned Head of Institute and the Central Media Department.

3. Official Account Standards

Naming Convention

All official social media accounts shall prominently use the name "AISSMS" as part of the account name.

Username and URL Standards

Usernames, handles, and URLs should contain "AISSMS" wherever feasible to ensure consistency and authenticity.

Profile Images

Official accounts shall use approved institutional logos or branding elements as profile images.

Cover Images and Visual Identity

Cover images, banners, and profile visuals should reflect the identity, activities, and achievements of the respective institution while maintaining consistency with AISSMS branding.

Logo Usage

The AISSMS logo is an official institutional asset.

The logo shall not be used in unofficial communications, promotional activities, or digital content without appropriate authorization.

4. Content Quality Standards

All content published on official platforms should be informative, relevant, respectful, professional, and aligned with the objectives of celebrating achievements, strengthening institutional reputation, supporting admissions and outreach activities, and promoting student and faculty success. All content must be factually accurate and verified prior to publication.

Institutions are encouraged to showcase academic excellence, research, innovation, placements, achievements, events, community engagement, industry collaborations, and student development activities.

5. Responsible Social Media Conduct

Every member of the AISSMS community should exercise responsibility while using social media.

Users shall:

- Communicate respectfully and professionally.
- Maintain the dignity of fellow students, faculty, staff, alumni, and stakeholders.
- Exercise good judgment before posting content online.
- Be mindful that online content can have long-term personal and professional implications.

Users shall not:

- Post abusive, defamatory, threatening, discriminatory, hateful, or harassing content.
- Spread rumours, misinformation, or unverified claims.
- Share confidential institutional information.
- Publish content that may adversely affect the reputation of AISSMS or its members.
- Engage in cyberbullying, online harassment, or personal attacks.

Personal Social Media Accounts

While these guidelines primarily govern official platforms, individuals associated with AISSMS are encouraged to exercise responsibility on personal accounts whenever they identify themselves as students, employees, alumni, or representatives of AISSMS.

6. Student Ambassadors and Content Contributors

Students contributing content to official AISSMS platforms act as representatives of the institution in the digital space.

Student ambassadors, content creators, photographers, videographers, and volunteers shall:

- Represent AISSMS responsibly.
- Ensure content is accurate and appropriate.
- Respect the privacy and dignity of individuals.
- Follow institutional communication standards.
- Avoid sharing confidential or sensitive information.

Content created by student contributors may be reviewed, modified, scheduled, or withheld from publication by the concerned Media Coordinator or Central Media Team.

Students shall not make official announcements or statements on behalf of AISSMS unless specifically authorized.

7. Responsible Use of Artificial Intelligence (AI)

Artificial Intelligence tools such as ChatGPT, Gemini, Claude, Canva AI, Adobe Firefly, and similar technologies may be used to assist in content ideation, caption writing, content planning, graphic design, and creative development.

However:

- All AI-generated content must undergo human review before publication.
- Users remain responsible for the accuracy and appropriateness of content created using AI tools.
- AI-generated content shall not misrepresent facts, achievements, rankings, placements, admissions, accreditations, or institutional performance.

The following are strictly prohibited:

- Deepfakes
- Fake testimonials
- Fabricated reviews
- AI-generated faculty endorsements
- AI-generated student endorsements
- AI-generated alumni endorsements
- Manipulated admission statistics
- Manipulated placement records
- Misleading or deceptive content

Any misuse of AI that harms the reputation or credibility of AISSMS may result in corrective action.

8. Photography and Videography Guidelines

Photographs and videos captured during institutional activities may be used for official communication, educational, promotional, website, social media, admission, publicity, and outreach purposes.

These may include:

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| • Academic activities | • Cultural programs |
| • Workshops | • Industrial visits |
| • Seminars | • Training programs |
| • Conferences | • Convocations |
| • Competitions | • Institutional celebrations |
| • Sports events | |

Individuals who have concerns regarding the use of their image may contact the concerned institution, and reasonable efforts shall be made to address such requests.

The following content shall not be published:

- Humiliating or embarrassing content
- Disciplinary incidents
- Content intended to ridicule individuals
- Sensitive personal situations
- Content that may adversely affect the dignity of any individual

Additional care shall be exercised while publishing content involving school students and minors.

9. Comment Moderation and Reputation Management

AISSMS encourages constructive engagement through digital platforms.

However, AISSMS reserves the right to moderate, hide, restrict, or remove comments, posts, messages, or user-generated content that is:

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| • Abusive | • Threatening |
| • Defamatory | • Spam-related |
| • Misleading | • Irrelevant to the discussion |
| • Offensive | • Harmful to individuals or institutional reputation |
| • Malicious | |

Where appropriate, genuine concerns and grievances should be directed through official institutional channels for resolution.

Professional and respectful responses should be provided wherever required.

10. Copyright, Intellectual Property and Data Privacy

Users shall respect copyright, trademark, and intellectual property rights.

Content published through official channels should:

- Be original or appropriately licensed.
- Provide proper attribution where required.
- Respect ownership rights of creators and organizations.

Institutional documents, branding assets, photographs, videos, research outputs, and other proprietary materials should be used responsibly and only for authorized purposes.

11. Accuracy of Information and Institutional Claims

Only verified and factually accurate information shall be published on official platforms.

Claims relating to:

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| • Admissions | • Awards |
| • Placements | • Recognitions |
| • Rankings | • Research achievements |
| • Accreditations | • Institutional performance |

must be authentic, verifiable, and supported by appropriate records.

Publishing misleading, inaccurate, or exaggerated institutional claims is prohibited.

12. Policy Violations and Corrective Actions

Violations of these guidelines may result in:

- Removal of content
- Restriction of publishing privileges
- Revocation of account access
- Corrective instructions
- Referral to institutional authorities for further action where applicable

The nature of corrective action shall depend on the severity and impact of the violation.

For any queries, complaints, requests and additional information, kindly contact the media coordinators of the respective institute. The details of the media coordinators are as follows:

Name of the Coordinator	Email Id	College Name
Mrs. Sasha Shelke	media@aissms.org	Central Media Team
Mr. Abhijit Khatake	marketing@aissms.org	Central Media Team
Mr. Sandeep Chaudhari	smchaudhari@aissmscoe.com	AISSMS College of Engineering
Mrs. Neha Patil	neha.patil@aissmsioit.org	AISSMS Institute of Information Technology
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