POLICY ON
SOCIAL MEDIA AND WEBSITES

POLICY

AREA: PUBLIC INFORMATION	POLICY NO. 103/2021	DOCUMENT OWNER: PRINCIPAL
Title: Social Media and Websites	Date: 15 June 2021	

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E. K. Nayanar Memorial Government College, Elerithattu embraces technological advancements and harnesses social media for engaging with stakeholders and the public responsibly. The college prioritizes its official website for communicating with society.

PURPOSE OF SOCIAL MEDIA AND COLLEGE WEBSITE

1. Disseminate information about E. K. Nayanar Memorial Government College, Elerithattu, including admission procedures and regulations, to prospective students.

2. Strengthen camaraderie and community bonds among newly enrolled students.

3. Provide guidance on examination schedules, fee payments, and related administrative matters.

4. Distribute online educational materials for remote learning purposes.

5. Coordinate gatherings and encourage active participation from the college community.

6. Cultivate social, professional, and educational networks within the broader college community.

7. Elevate the reputation of E. K. Nayanar Memorial Government College, Elerithattu.

8. Share updates and announcements about news and events relevant to the college.

POLICY ON THE USE OF COLLEGE NAME AND LOGO

1. E. K. Nayanar Memorial Government College, Elerithattu, permits Heads of Departments/Program Coordinators and Club Coordinators to utilize the official logo and college name in brochures and handouts.

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2. The original digital file must be obtained from the College Office and utilized without altering the color or graphics.

COLLEGE SOCIAL MEDIA PLATFORM POLICY

College Social Media Platform Policy:

1. Staff members are responsible for posting content on the college's official Facebook, Instagram, and YouTube accounts.

2. Only public information may be shared on these platforms.

3. Sensitive personal or confidential information must be promptly removed by the site administrator.

4. Content must not challenge national integrity or offend religious or gender sensitivities. Discrimination based on caste, creed, gender, or religion is prohibited.

5. Students and staff using college social media for official purposes must comply with relevant college policies.

Guidelines

Social Media Communication Guidelines for E. K. Nayanar Memorial Government College, Elerithattu:

1. Uphold respectful communication standards.

2. Refrain from behaviors that might offend the E. K. Nayanar Memorial Government College, Elerithattu community.

3. Provide accurate and clear information.

4. Exercise diligence in content creation, considering that it may be viewed by diverse stakeholders and remain public for an extended duration.

5. Avoid sharing content that challenges national integrity, causes harm to religious or gender sentiments, or discriminates based on caste, creed, gender, or religion.

Guidelines for Personal Social Media Use:

1. Restrict the disclosure of personal and professional information.

2. Utilize strong and unique passwords for each social media account.

3. Maintain separate passwords for all social media accounts.

4. Activate geolocation services sparingly, as needed.

5. Practice safe browsing practices consistently.

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6. Ensure the security of the internet connection.

7. Exercise caution when encountering suspicious content, refraining from clicking on or downloading it.

Approval and Review details	
Approval Authority : College Council	Approved on: 15 June 2021
Administrator : Principal	Next review date: 1 June 2025

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