Shri Guru Gobind Singhji Institute of Engineering and Technology
Vishnupuri, Nanded (Maharashtra State) INDIA PIN 431606
Government Aided Autonomous Institute DTE Code: 2020
NAAC Accredited institute GRADE B++, CGPA 2.91 (2020 -2025)
Vision Statement: Education of Human Power for Technological Excellence

(An Autonomous Institute of Government of Maharashtra)

Media Policy

Institute Vision and Mission

VISION

"Education Of Human Power for Technological Excellence"

MISSION

- Dissemination of knowledge by offering world-class education

- Right to information for all stakeholders

- Promotion of sustainable industrialization to development of appropriate technologies

- Continuing education programs for reengineering of regional socio-economic system in the light of dynamic, global technological changes

- Contribution to national wealth through innovation

September 2024

Contents:

1. Preamble:

Digital platforms such as the Institute's Website and the Institute's official social media platforms have a broad reach, and content shared online can quickly spread. Thus, maintaining professionalism and integrity on digital platforms is crucial for individuals and organizations to uphold a positive reputation, which can be essential for attracting students, recruiters, and stakeholders.

Professionalism and integrity on digital platforms help to build trust with the audience. The honesty, transparency, and reliability shown in online interactions gain their followers' and stakeholders' trust and confidence. It also enhances credibility.

Further, the Institute can enhance its professional image and credibility, gaining more opportunities in every aspect. Recruiters often consider candidates' or the Institute's online presence when hiring.

In summary, maintaining professionalism and integrity on digital platforms is essential for building and preserving reputation, trust, credibility, and relationships for individuals and organizations. It is a cornerstone of successful online presence and sustainable growth.

2. Objectives:

o **Guidance for Employees:** It provides clear guidelines and expectations regarding their behavior on Institute-owned websites and social media channels/platforms. This includes what they can and cannot post, how they should represent the Institute and any confidentiality or privacy considerations.
o **Protecting Reputation**: A policy helps protect the Institute's reputation by outlining acceptable behavior online. Employees' actions on social media can reflect on the Institute, so it's crucial to establish guidelines to mitigate any potential damage.
o **Security:** A policy can include guidelines for protecting sensitive information and preventing data breaches or security threats from employees' online activities.
o **Consistency:** It promotes consistency in messaging and branding across all online channels. This ensures that employees present a unified and professional image of the Institute to the public.
o **Employee Education:** A policy can serve as a tool for educating employees about best practices for using social media effectively and responsibly, personally and professionally.
o **Legal Compliance:** It ensures that employees understand and comply with relevant laws and regulations governing online activity, such as copyright laws, data protection regulations, and industry-specific regulations.

A website and social media policy helps align employees' online behavior with the Institute's values and objectives. In contrast, we are minimizing potential risks and liabilities.

3. Scope:

Contents on www.sggs.ac.in, local newspapers, Shri Guru Gobind Singhji Institute Engineering and Technology (SGGSIET) social media channels such as YouTube, Facebook, Instagram, LinkedIn, and twitter.

YouTube: www.youtube.com/@officialsggsieandtechnande5743
Facebook and Instagram: https://www.facebook.com/sggsiet
LinkedIn: https://www.linkedin.com/school/15136109/admin/page-posts/published/
Twitter: https://x.com/sggsietnanded

4. Ownership and Administration:

SGGSIET Institute owns all social media channels and the official Website (www.sggs.ac.in). By clarifying ownership and management of the Institute's digital platforms, we can promote accountability,

consistency, and compliance while empowering personnel to leverage digital channels to effectively achieve the Institute's goals.

o *Committees*:

1. **Institute Media Regulatory Committee**
   - Director - Chairman
   - Media coordinator (nominated by Hon. Director) - Secretory
   - Dean, IT services (nominated by Hon. Director)
   - Dean, Finance (nominated by Hon. Director)
   - Media Team members (nominated by Hon. Director)
   - Technical staff

Responsivities:
- The committee will handle legal and financial responsibilities, including decisions regarding hosting platform maintenance, upgrades, and investments.
- The committee has administrative access to the digital platforms, including accounts, passwords, and permissions. Limiting access to authorized personnel helps prevent unauthorized changes, security breaches, or misuse of the platforms.
- Responsible for policy review and amendments.

2. **Institute Media Management committee**
   - Media coordinator (Chairman)
   - Media Team members (nominated by Hon. Director)

Responsibilities:
- Responsible for all institute-related updates and overall maintenance of the Website, as well as updates on all social media channels.
- The committee maintains all social media channels.
- Responsible for providing approval to information/posts suggested by the departmental committee.
- Ensure that all content on the Website is either original or appropriately licensed.
- Avoid sharing sensitive information, such as personal data, financial information, or proprietary research, on the Website unless necessary.
- Responsible for monitoring and compliance
- There is a need to ensure consistency in branding and messaging across all digital platforms; every news and event (post) should include the institute logos name and highlight institute values to maintain a cohesive and recognizable brand identity.
- To provide training and education for personnel managing the digital platforms to ensure they understand their roles, responsibilities, and best practices. This includes training in content creation and content management.
- Offer website users and contributors training and resources on best practices for maintaining data security and copyright compliance.
- Regularly update software and security patches to mitigate vulnerabilities and reduce the risk of data breaches.
- Conduct security audits and assessments to identify and address potential security threats proactively.
- Maintenance of the Website is responsible for regular backups for the Website, preferably monthly; archiving: Every six months, archive old documents into the secondary store; security: SSL certificates, regular software updating, and vulnerability scans must be included in security.

3. **Departmental/section media committee**

   - Head of the department/section (Chairman)
   - Departmental media coordinator (nominated by the Head of the Department/section)

Responsibilities: There is a separate committee for each department and section. The department includes Basic Sciences and humanities management, Chemical Engineering, Computer Science and Engineering, Civil Engineering, Electronics and telecommunications, Electrical, Information Technology, Instrumentation Engineering, Mechanical Engineering, Production Engineering, and Textile Technology. Similarly, sections include the examination, placement, stores and site, and student sections.

➢ Responsible for managing day-to-day operations, content creation, and engagement on the website pages designated to the respective department.
➢ Every department committee is responsible for inserting/deleting/updating faculty staff biodata and maintaining the latest curriculum and timetable.
➢ The departmental/section committee needs approval for events and news posts.
➢ Ensure that all content on the Website is either original or appropriately licensed.
➢ Avoid sharing sensitive information, such as personal data, financial information, or proprietary research, on the Website unless necessary.

4. **Student media committee**
➢ Dean, student affaire
➢ Students associated with Media (Decided by the Dean SA)

Responsibilities: Responsible for showcasing student-related activities like awards and achievements in various domains.

5. Media Policy Guidelines:

5.1 Website Guidelines:

Navigation: Keep the website structure intuitive and easy to navigate, ensuring visitors can find what they need quickly.

Responsive Design: Ensure the Website is mobile-friendly and displays correctly on various devices and screen sizes.

Page Loading Speed: Optimize the Website for fast loading times to enhance user experience and reduce bounce rates.

Clear Branding: Maintain consistent branding elements such as logos, colors, and fonts throughout the Website.

Content Quality: Provide high-quality, relevant content that meets the needs of your target audience and adds value.

Security: Implement security measures to protect user data and secure the Website from cyber threats, including SSL encryption and regular updates.

Contact Information: Make it easy for visitors to contact you by including clear and visible contact information, such as a contact form or email address.

Legal Compliance: Ensure the Website complies with relevant laws and regulations, including privacy policies, GDPR, and COPPA, where applicable.

Regular Updates: Keep the website content fresh and up-to-date, regularly update information, and remove outdated content.

Device Compatibility: The Website shall be responsive and look aesthetically pleasing on a desktop, tablet, and smartphone.

Search Functionality: On every page, at the top, there must be a search bar.

Content Review: Review and update the content every fortnight of the month.

Maintenance: Regular backups for the Website, preferably monthly. Every six months, archive old documents in the secondary store.

Security: SSL certificates, regular software updates, and vulnerability scans must be included in security.

5.2   Hosting Server guidelines: The hosting server shall be obtained from a reputable hosting provider known for high uptime and scalability to accommodate the Website's needs now and in the future. The server should implement robust security measures like firewalls, regular backups, and updates to protect against cyber threats and data loss.

A hosting plan that offers reliable technical support and complies with relevant regulations shall be chosen. Prioritize cost-effectiveness by evaluating plans based on features and pricing.

Use a user-friendly control panel for easy server management and perform routine maintenance to keep the server running smoothly.

The above guidelines help to ensure that the hosting server provides a stable, secure, and efficient platform for the institute website.

5.3 Social Media Guidelines:

Purpose: Through social media, important updates are shared, events are promoted, achievements are highlighted, and engagement with the community is established.

Tone: Be professional, respectful, and positive, and avoid controversial or sensitive subjects directly related to the institution's mission.

Timeliness: Respond to comments, messages, and mentions within 24 hours on a business day. Credit: Give credit to the original creators where you're sharing or reposting content from other sources.

6. Content Creation and Approval Process:

6.1 Approval process: Every user must obtain approval from the Director, SGGSIET, or Institute committee before publishing information on the website or social media channels. Ensure respect for the intellectual property rights of others and also ensure proper attribution and permissions for content use.

6.2 User Engagement and Moderation: Community Building: Encourage followers to discuss, share experiences, and create content that can belong to the community.

7. Monitoring and Compliance:

7.1 Frequent Audits: The audits will review content, user interactions, and the use of institutional branding. Report any issues or matters to the concerned authority and take action accordingly. These audits will ensure compliance with policy guidelines

7.2 Access Control Logs: Maintain detailed logs of user access and modifications to the website and social media accounts. Regular reviews of these logs will help identify unauthorized or plagiarized content published on the Institute's website or social media accounts.

7.3 Feedback Mechanism and Reporting Policy Violations or Concerns: Encourage community members, including staff, students, and stakeholders, to provide feedback on Website and social media content and report any concerns regarding policy violations.

➢ A dedicated email address (compliance@sggs.ac.in) is available to report policy breaches or concerns directly to the compliance team.

The Institute is committed to maintaining a secure and respectful online presence and appreciates the cooperation of all community members in upholding this Policy.

By offering these comprehensive resources and training opportunities, the Institute aims to empower staff members to manage digital communications effectively, ensuring adherence to the Website and social media Policy while fostering a positive and professional online presence.

8. Policy Review and Amendments:

Regular reviews will be conducted to evaluate the effectiveness of this Policy. Amendments may be made based on feedback, changing circumstances, or evolving best practices in the social/digital platforms. The Institute will remain flexible and responsive to ensure continuous improvement.

The Website and social media will also be updated based on feedback from staff, students, and other stakeholders. Any concerns or suggestions for improvement will be considered during the review process. The committee may consult with external experts in digital communication, legal compliance, and cybersecurity to ensure the Website and social media platform remains comprehensive and current. All proposed revisions to the Policy will be submitted to the Director of the Institute for approval before implementation. This ensures that the Website and social media platform align with the Institute's strategic goals and regulatory requirements.

9. Annual budget:

The Institute media regulatory committee shall submit the annual budget to the Hon. Director and Dean of Finance within February of each Year.

Dr. M. S. Mahindrakar	**Dr. A. V. Nandedkar**	**Dr. M. B. Kokare**
Media In-charge	Policy Coordinator	Director
SGGSIE&T, Nanded	SGGSIE&T, Nanded	SGGSIE&T, Nanded