

सरदार वल्लभभाई राष्ट्रीय प्रौद्योगिकी संस्थान, सूरत  
SARDAR VALLABHBHAI NATIONAL INSTITUTE OF TECHNOLOGY, SURAT  
सरदार वल्लभभाई राष्ट्रीय प्रौद्योगिकी संस्था, सुरत  
शिक्षा मंत्रालय, भारत सरकार द्वारा NITSER अधिनियम के तहत स्थापित राष्ट्रीय महत्व का संस्थान  
(An Institute of National Importance, Established under NITSER Act by Ministry of Education, Govt. of India)

SVNIT

No. E/3034

Date: 5<sup>th</sup> February 2025

05 FEB 2025

**NOTICE**

**SUB: Guidelines for Social Media Policy at SVNIT Surat**

These guidelines will be applicable for all stakeholders including employees and students of the Institute to provide information on the social media when directly or indirectly referencing the Institute. The social media covers all online / digital platforms that enable users to create and share content (in text, audio or video form) and participate in social networking/platform viz. X (Twitter), Facebook, LinkedIn, Instagram, YouTube, WhatsApp, Telegram, Quora, News channels and other open platform, forums and blogs etc. This also includes print media newspapers, magazines, pamphlets, brochures, posters, flyers, newsletters, billboards, catalogues etc. The broad guidelines for use of Social Media at SVNIT Surat is as follows:

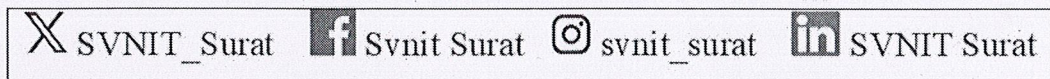
1. To maintain uniformity in communications with media cell, all posts for social media should be routed through proper channel well in advance and should not be later than three days of the event. The departmental activities should be submitted by the Single Point of Contact (SPOC) and forwarded through the respective Head of Department (HoD). Activities and achievements related to student chapters should be sent through the relevant Faculty Chairperson / Co-chairperson and forwarded through the Dean (SW). The achievements of the individual faculty member should be forwarded by the respective HoD.
2. The SPOC and HoD / Chairperson / Co-chairperson of the respective department / student chapter will ensure that proper credit is given to all team members when sharing information with the media or media cell. The achievements of the serving employees/existing students may include:
  - Receiving prestigious academic awards, recognition, fellowships and fellow membership of international societies.
  - Winning academic, cultural, or sports competitions at national or international levels.
  - Securing prestigious research grants or funding worth Rs. 100 lakhs & more.
  - Patents granted for inventions or innovations.
  - Serving as an editor for SCI/SCIE indexed non-paid journals.
  - Receiving awards for excellence in teaching.
  - Creating impactful educational resources, such as textbooks or online courses.
  - Developing new technologies, methodologies, or tools.
  - Establishing a centre of excellence.
3. Any press interviews regarding detailed information on achievements must be held with prior permission from institute authorities as communicated vide Notice E/1545 dated 08/03/2022 and should be held preferably in the institute conference room.
4. All stakeholders (existing bonafide students and employees) of SVNIT Surat must refrain from engaging with media representatives on behalf of the Institute or inviting media personnel to the campus without prior authorization from the institute authorities as per the prevailing orders / instructions. Do not use personal social media accounts to speak on behalf of the institute without authorization.
5. Every bonafide student/stakeholder of SVNIT should be aware that the information shared on social media becomes public and should avoid using social media in a manner that could harm the institute and its reputation or future professional endeavours.
6. For all the media posts published on the official media handles of SVNIT, the accountability of the content and its probable consequences lies with the content provider. The institute media cell will not be responsible for any issues related to the post. Due diligence must be taken by the authorised content provider in reporting any matters to the media cell for publication on official SVNIT media handles.

7. Take appropriate measures to ensure that the published content is accurate and free from misleading information. All content shared should align with the values of the academic institution, avoiding any language or visuals that promote discrimination, hatred, violence, or harassment.
8. Creating video or audio recordings, capturing photographs, or streaming audio or video of an individual in a location where they have a reasonable expectation of privacy, without their knowledge and explicit consent is discouraged.
9. All stakeholders are expected to use social media responsibly and carefully. They must refrain from posting derogatory comments about other members of the Institute or engaging in activities on social media that could significantly harm the Institute's reputation and do not post prohibited content such as political, discriminatory, confidential information, offensive comment, illegal, misleading, deceptive content or any content that damages the institute's reputation.
10. Credit the creators while sharing the work, ideas and links. Maintain respect and courtesy at all times when engaging on social media.
11. The institute's IT policies and data privacy regulations shall also be applicable in relevant cases. Be cautious with content that could be deemed defamatory, offensive, or in violation of the Information Technology Act (IT Act 2000) or other regulations of the nation, such as online harassment, cyberbullying, or the distribution of harmful content.

**Procedure for sharing information for social media posts through Media Cell official handles**

The information for sharing on social media posts through Media Cell official handles must consist of following:

1. A brief write-up in a MS word document (Max. 200 words count) highlighting the key points of the program, such as the name of the invited guest speaker, if any, the number of participants, etc., including the program's purpose/importance/academic or societal benefits.
2. Suitable photos with compulsory banners of the program with institute's logo bearing good resolution, preferably in collage form (In JPG/JPEG/PNG format only).
3. It must consist the logo of the social media and institute's social media handle as a footnote as shown below:



4. The size of the collage should not exceed 3 MB.
5. The information in the above format should be submitted to **mediacell@svnit.ac.in** with adequate prior intimation to the media cell Coordinator / Co-Coordinator.

12. The procedure for sharing the information for social media post through SVNIT Media Cell official handles is given below:

The individuals will be personally responsible for their conduct and may be held accountable for any violations of above social media guidelines as per the applicable conduct rules. All the stakeholders must adhere to the mentioned guidelines and help to build a stronger community and showcase the pride in being part of SVNIT Surat.

This is issued with the approval of the Competent Authority.

  
REGISTRAR

Copy to:  
All Employees/ Students  
Webmaster- for institute website