



NIRMALAGIRI COLLEGE

AFFILIATED TO KANNUR UNIVERSITY, RE-ACCREDITED BY NAAC WITH A GRADE

Nirmalagiri, Kuthuparamba, Kannur, Kerala, India 670701

POLICY ON SOCIAL MEDIA AND WEBSITES

QUALITY POLICY

AREA: PUBLIC INFORMATION

POLICY ON SOCIAL MEDIA AND WEBSITES

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POLICY

Area: Public Information

Policy No: 210, dated 18/01/2020

Title: Social Media and Websites

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Nirmalagiri College recognizes advancements in the area of technology and the uses of digital social media. College utilizes social media to interact with all stakeholders and furthermore to general society. Nirmalagiri College encourages the dynamic but responsible usage of its social media platform. The institution regards its official website as the primary source for communication with the society.

PURPOSE OF SOCIAL MEDIA AND COLLEGE WEBSITE

1. Dissemination of information regarding Nirmalagiri College, admission procedure and regulations to prospective students.
2. Further develop companionship and community feeling among the newly admitted students.
3. Provide information regarding examinations, payment of fee etc.
4. Dissemination of online learning contents.
5. Sharing information about get together and encouraging maximum participation.
6. Foster social, professional, and learning communities within the existing network of the greater college community.
7. Further enhance the reputation of the college
8. Sharing of information on news and events
9. Nirmalagiri College has established a website committee and its responsibilities include periodical assessment of the functioning of its website and to suggest remodelling if necessary. It is also part of the obligations of the website committee to periodically update the website of the college and also to evaluate whether the contents posted follow the established policies of the College.

POLICY ON THE USE OF COLLEGE NAME AND LOGO

1. The college allows the Heads of the Departments / Programme Coordinators and Club coordinators to use the official logo and college name in brochures and hand-outs.
2. The original digital file should be procured from College Office and should be used without any modification in colour and graphics.

POLICY ON SOCIAL MEDIA PLATFORMS OF COLLEGE

College has following official social media platforms

Facebook, Instagram and YouTube

1. The PROs of the College have the responsibility to post contents to these sites.
2. Only information meant for the public may be posted on Official Social Media Sites.
3. Any sensitive personal information or other confidential information posted on any College Social Media Site must be removed by the site administrator as soon as possible.
4. Any form of writing that may seem to challenge the integrity of our Nation and State should not be posted. There must be no posts or writings hurting the religious and gender sensitivity of anyone. The content posted should not discriminate against anyone based on his/her caste, creed, gender and religion.
5. If students/staff are using College social media as a part of their official duties, they must comply with applicable College policies.

POLICY ON SOCIAL MEDIA PLATFORMS AND WEBSITES OF DEPARTMENTS

The college encourages the responsible uses of social media platforms. Departments are allowed to start their own social media sites to share information.

- i. The Head of the Department should be the responsible person to handle the account.

2. The College permits linking those social media accounts to the college website provided the contents are in accordance with the Policies and Principles of the College.

GUIDELINES

1. Communication through social media should be respectful.
2. Should be vigilant not to engage in any conduct that would hurt the feelings of Nirmalagiri college community.
3. Make sure to provide clear and accurate information.
4. Give extreme attention to details on the items as what you post might be viewed by parents, students, and community members, and may remain public for quite a while.
5. There should be no posts or writings challenging the integrity of our Nation and State. There must be no posts or writings hurting the religious and gender sensitivity of anyone. The content posted should not discriminate against anyone based on his/her caste, creed, gender and religion.

GUIDELINES ON USE OF SOCIAL MEDIA FOR PERSONAL USE

1. Limit the personal and professional information you share
2. Choose solid and strong passwords
3. Use a different password for every social account
4. Activate geolocation services on apps only when necessary
5. Always practice safe browsing
6. Make sure your Internet connection is secure
7. Do not click or download suspicious content

APPROVAL AND REVIEW DETAILS

Approval authority	Governing Body
Administrator	Principal
Approved On	18 th January 2020
Next Review Date	18 th January 2024




Principal
Nirmalagiri College