



Chowgule Education Society's  
**Parvatibai Chowgule College of Arts and Science**  
(Autonomous)

Accredited by NAAC with Grade 'A+'  
Best Affiliated College-Goa University Silver Jubilee Year Award

## **Social Media Policy and Guidelines** (Effective from Feb 2025)

### **Introduction**

Social media platforms like Instagram, Facebook, LinkedIn, X (formerly Twitter), and YouTube have transformed the way educational institutions engage with their community. These platforms serve as powerful tools for communication, branding, and outreach. They help institutions showcase achievements, foster alumni relations, promote events, attract prospective students, and create a sense of community.

By using social media effectively, an institution can:

- Build its reputation and visibility.
- Engage with students, parents, alumni, and stakeholders.
- Share success stories, events, and updates in real-time.
- Offer professional development and networking opportunities.

This policy outlines the guidelines and best practices for using social media officially to ensure professionalism, consistency, and compliance with institutional values and legal standards.

### **General Guidelines**

- Always adhere to the institution's code of conduct and branding guidelines.
- Obtain consent before posting photos/videos of individuals.
- Ensure all content is accurate, respectful, and in line with institutional values.
- Protect sensitive or confidential information related to students, faculty, and operations.
- Regularly review analytics to evaluate the effectiveness of social media strategies.



## **Do's:**

1. **Create Engaging and Authentic Content:**
  - Share original, high-quality content that is relevant and resonates with your audience.
  - Use captivating visuals, videos, and stories to capture attention.
2. **Follow Community Guidelines:**
  - Adhere to the respective community standards, which include rules against hate speech, harassment, and explicit content.
  - Ensure your content is respectful and does not promote violence or harm.
3. **Use Relevant Hashtags:**
  - Use popular and relevant hashtags to boost your content's visibility.
  - Keep hashtags specific to your content and industry to reach the right audience.
4. **Engage with Your Audience:**
  - Respond to comments and messages in a timely and professional manner.
  - Encourage discussions and interactions with followers by asking questions or creating polls.
5. **Run Ethical Ads:**
  - Make sure all paid promotions follow the respective social media advertising policies, such as transparency in promotions and proper targeting.
  - Clearly indicate any sponsored content or partnerships.
6. **Stay Consistent:**
  - Maintain a consistent posting schedule to keep your audience engaged.
  - Ensure your posts align with your brand voice and objectives.
7. **Use Accurate Information:**
  - Share factual and reliable information to maintain trust with your audience.
  - Always fact-check your content before posting.
8. **Promote Inclusivity and Diversity:**
  - Use your platform to promote positive messages around diversity, equality, and inclusion.
  - Be mindful of using language and images that represent a broad range of people.
9. **Use professional-quality audio and visuals for videos.**
10. **Add clear titles, descriptions, and tags for better discoverability.**
11. **Keep the tone professional and aligned with institutional goals.**
12. **Create engaging content like lectures, campus tours, and event highlights wherever required.**



## Don'ts:

1. **Don't Post Offensive or Inappropriate Content:**
  - Avoid posting anything that violates community standards, including hate speech, nudity, explicit content, or anything promoting violence or discrimination.
  - Refrain from sharing misleading or harmful information.
2. **Don't Use Fake Engagement Tactics:**
  - Avoid buying likes, followers, or comments. It can lead to account penalties or suspensions.
  - Refrain from using bots or automated systems to boost engagement.
3. **Don't Overuse Hashtags:**
  - Excessive or irrelevant hashtags can make posts look spammy. Stick to a limited number of relevant hashtags (10-15 is ideal).
  - Avoid using banned or restricted hashtags, as this can negatively impact your post's visibility.
4. **Don't Ignore Copyright and Privacy Laws:**
  - Ensure you have permission to use any content that is not your own (photos, videos, music).
  - Do not post any private information without consent.
5. **Don't Spam Your Audience:**
  - Avoid overposting or sharing too much promotional content. This can lead to followers feeling overwhelmed or losing interest.
  - Don't send unsolicited messages or tag people in posts without relevance.
6. **Don't Spread Misinformation:**
  - Avoid posting or sharing fake news, hoaxes, or misleading information. False claims can lead to account restrictions.
  - Fact-check your content before publishing, especially when sharing news or statistics.
7. **Don't Violate Ad Policies:**
  - Do not run ads for prohibited products or services (e.g., drugs, adult content, or gambling without proper authorization).
  - Avoid misleading or exaggerated claims in your advertisements.
8. **Don't Engage in Inauthentic Behavior:**
  - Avoid creating multiple fake accounts or using your platform to manipulate trends.
  - Don't participate in fraudulent or deceitful activities that could harm users or platforms.
9. Avoid sharing informal or irrelevant content.
10. Do not engage in political or controversial discussions.
11. Avoid over-posting, which can dilute the quality of the page.
12. Refrain from tagging professionals without context or relevance.



13. Do not participate in or promote unverified trending hashtags.
14. Avoid automated responses that lack a personal touch.
15. Avoid uploading lengthy videos without engaging visuals or content.
16. Do not use copyrighted music, images, or videos without permission.
17. Refrain from posting videos with poor production quality.
18. Avoid controversial or polarizing topics.

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### Platform-Specific Guidelines

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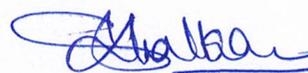
**LinkedIn:** A professional platform ideal for showcasing achievements, networking, and career-oriented content.

**Do's:**

1. Share academic and research accomplishments of students and faculty.
2. Post job opportunities, internships, and alumni success stories.
3. Connect with alumni, industry professionals, and potential collaborators.

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**Approval and Implementation:** This policy is effective from February 2025 and applies to all staff and representatives, managing official social media accounts of the institution. For clarifications, please contact social media committee convener.



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PRINCIPAL

