CHRIST
COLLEGE (AUTONOMOUS)
IRINJALAKUDA, KERALA

POLICY ON SOCIAL MEDIA AND WEBSITES

QUALITY POLICY

Area : Public Information

POLICY ON SOCIAL MEDIA AND WEBSITES

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INTRODUCTION

Christ College Autonomous), recognizes the technological advances and the benefits of digital social media. College uses social media to interact with all stakeholders and also to the public. Christ Colleges encourages the active but responsible usage of social media. The institution treats Official website as the primary source for communication with the society.

PURPOSE OF SOCIAL MEDIA AND COLLEGE WEBSITE

- Dissemination of information regarding Christ College, admissions and admission regulations to prospective students.
- Improve friendship and community building amoung the admitted students.
- Share information about examinations, fee payment etc.
- Distribution on online education contents
- Sharing of information regarding get together and encourage participation.
- Develop social, professional, and learning communities within the existing network of the greater college community
- Support recruiting, retention, and alumni relations
- Enhance the reputation of the college
- Build institutional loyalty and pride
- Stimulate involvement with the college by the sharing of information on news and events
- Christ College has established a website committee whose responsibility will be to periodically assess the quality of our website and to submit the proposal to renovate the website before Principal. The website committee is also in charge of periodical updates and to check whether the entire content posted in the website is as per the established policies of the College.

POLICY ON THE USE OF COLLEGE NAME AND LOGO

- College allows the Head of the Departments / Programme Coordinators and Club coordinators to use the official logo and college name in brochures and handouts.

- The original digital file should be procured from College Office and should be used without any modification in color and graphics.
- The users should be aware that their actions may reflect on the reputation of the institution. Name of the College should be complete as 'Christ College (Autonomous), Irinjalakuda'.
- **College does not allow to use College name or logo in personal social media platforms.**

POLICY ON SOCIAL MEDIA PLATFORMS OF COLLEGE

College has following official social media platforms

Facebook, Google+, YouTube, Instagram and Linked In

- The public relations officer of the College has the responsibility to post contents to these sites.
- Only public information may be posted on Official Social Media Sites.
- 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 practically possible upon discovery.
- 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 any one. The content posted should not discriminate anyone based on his/her caste, creed, sex and religion.
- If student/staff is using College social media as a part of their official duties, must comply with applicable College policies.

POLICY ON SOCIAL MEDIA PLATFORMS AND WEBSITES OF DEPARTMENTS AND STUDENT CLUBS

College promotes the responsible use of social media. Departments and Student clubs are allowed to start their own social media sites to build up the community and share information.

- Head of the Department / Programme Coordinator or Club Coordinator should be the responsible person to handle the account.
- College allows to link such social media accounts to college website provided the contents are in accordance with the Policies and Principles of College.
- All official social media platform / website should clearly site College logo in its intact form.
- Such social media sites should give link to college website.

GUIDELINES

- Respect your audience and your colleagues.
- Take care not to engage in any conduct that would hurt the feelings of Christ college community.
- Make sure that you are providing accurate information.

- Take utmost care on the contents as what you post may be viewed by parents, students, and community members, and may stay public for a long time.
- 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 any one. The content posted should not discriminate anyone based on his/her caste, creed, sex and religion.

GUIDELINES ON USE OF SOCIAL MEDIA FOR PERSONAL USE

- Limit the personal and professional information you share
- Choose strong passwords
- Use a different password for every social account
- Use personal credentials for personal social media accounts
- Only activate geolocation services on apps when necessary
- Practice safe browsing
- Make sure your Internet connection is secure
- Do not download or click on suspicious content

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