



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute



SOCIAL MEDIA POLICY



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

w.e.f. March 01, 2026

Applies to: All Students, Faculty, Staff, Administrators, and Affiliates

1.Purpose

This policy aims to protect the reputation and integrity of the institution, ensure compliance with legal and ethical standards, maintain a safe and respectful learning environment, and clarify the responsible use of social media by all members of the **SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE** community.

2.Scope

This policy applies to all personal and professional social media activities of students, teachers, staff, and other affiliates, whether conducted on or off campus, whenever the institution, its logo, name, events, premises, or community members are mentioned or depicted.

3.Definitions

Social Media: Includes but is not limited to platforms such as Instagram, Facebook, TikTok, YouTube, X (Twitter), LinkedIn, Snapchat, WhatsApp Status, Threads, and any emerging platforms, as well as blogs, forums, and Video-sharing sites.

Reels / Short-form Videos: Any video content created in short format (typically under 90 seconds) intended for social media consumption.

Institution's Intellectual Property: Includes the official name, logo, crest, motto, photographs of campus buildings, official events, and any branded material.



4.General Principles

All members of the institution must uphold the values of respect, professionalism, honesty, and inclusivity in their social media conduct.

Social media use must not interfere with academic responsibilities, classroom learning, or professional duties.

Discrimination, harassment, bullying, hate speech, or any form of unlawful activity on social media is strictly prohibited and may result in disciplinary action.

5.Specific Rules

5.1 Use of Institution's Name and Logo: No individual or group may use the official name, logo, crest, or any variation of the institution's branding on personal social media accounts without prior written permission from the Principal/Director or the designated Public Relations/Communications Office.

Unauthorized use of the logo for personal promotion, merchandise, or any commercial purpose is strictly prohibited.

5.2 Content Creation on Campus: The creation of reels, short videos, vlogs, live streams, or any similar content for social media on campus premises is not permitted without prior written approval from the administration.

Photography and videography for personal social media use during class hours or official academic activities is prohibited.

5.3 Posting About the Institution: No posts, stories, reels, photos, videos, or comments that mention, depict, or relate to the institution, its campus, events, staff, students, or activities may be published without prior permission from the



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designated authority (usually the Director or Communications Office). This includes posts made both on and off campus.

5.4 Representation of the Institution: When posting about the institution (with permission), individuals must present accurate, positive, and respectful content that does not damage the institution's reputation.

Any criticism or grievances must be raised through official internal channels and not on public social media platforms.

5.5 Privacy and Confidentiality: Sharing images, videos, or personal information of other students, staff, or faculty without their explicit consent is strictly prohibited.

Confidential information regarding students, staff, academic records, or institutional matters must never be disclosed on social media.

5.6 Professional Conduct: Teachers and staff must maintain professional boundaries and should not engage in personal social media interactions with current students (e.g., friending/following on personal accounts).

All members must avoid posting content that could bring disrepute to the institution, including offensive, discriminatory, or inappropriate material.



6. Monitoring and Compliance

The institution reserves the right to monitor publicly available social media content that mentions or relates to the institution.

Violations of this policy will be investigated and may result in disciplinary action, including but not limited to:

- Verbal or written warning
- Suspension of privileges
- Disciplinary probation
- Suspension from the institution
- Termination of employment (for staff/faculty)
- Expulsion (for students)
- Legal action, where applicable

7. Approval Process for Social Media Content

Any request to use the logo, create content on campus, or post about the institution must be submitted in writing to the [Designated Office – e.g., Communications/ PR Office or Director's Office] at least [7 working days] in advance.

Approval, if granted, will be in writing and may include specific conditions.

8. Acknowledgment

All students, faculty, and staff are required to read, understand, and comply with this policy. New members will be oriented on this policy during induction/on-boarding.

By continuing association with the institution, all individuals agree to abide by this Social Media Policy.
