O.O. No.: BASU/Reg./P.R./F.No.----132----/--133--   Date:...27.../....06...../2024

Office Order

In accordance with the approval granted by the Hon'ble Vice Chancellor, as documented in File No. 132/PR/2023/BASU, Patna on page no. N/2, the **Social Networking Policy** of the university is hereby notified for the proper and accurate placements of news and content consistent with the university mandate, values, and mission in the social networking platforms of the university.

All concerned are requested to comply with this policy.

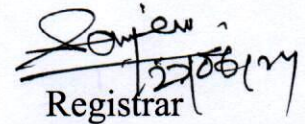By Order of the Vice Chancellor

Sd/-
Registrar
Bihar Animal Sciences University, Patna

Memo No.: BASU/Reg./P.R./F.No.----132----/--409--   Date:........./....06...../2024

Copy forwarded to:

1. DRI-cum-Dean PGS/Director Research/Student Welfare Officer/Director Extension Education/Dean BVC/Dean SGIDT/Dean CoF/Dean CoVAS/Asst. Registrar (Academic)/Asst. Registrar (Admin) /I/c Library

2. O/c ICT to upload over the BASU website.

3. P.R.O. BASU to circulate on the university WhatsApp notice board.

Registrar
Bihar Animal Sciences University, Patna

SOCIAL NETWORKING POLICY

SOCIAL NETWORKING POLICY

1. INTRODUCTION

This Social Networking Policy is designed to provide essential guidelines for the Bihar Animal Sciences University (BASU) Public Relations Office (PRO) and other constituent colleges and units when placing news and events of the university over social networking platforms. The purpose of this policy is to ensure that all content posted on the university's social networking platforms is accurate, consistent with the university's mandate, values, and mission, and approved by the appropriate authorities.

DEFINITION OF SOCIAL NETWORKING

'Social Networking' encompasses all digital platforms facilitating interaction, communication, and content sharing among members of the university community. This includes but is not limited to social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and emerging platforms.

2. APPROVAL AUTHORITY

2.1. The Public Relations Office (PRO) is responsible for reviewing and coordinating the content to be posted on the university's social networking platforms.

2.2. Content for posting on the university's social networking platforms should be approved by the following authorities:

a. For university-level content: Approval must be obtained from the Hon'ble Vice Chancellor.

b. For college-level content: Approval must be obtained from the respective Dean of the constituent college.

c. For KVK's/Farm/Research Stations: Approval must be obtained from the head of the unit/controlling office/directorate.

3. RESPONSIBILITIES

3.1. Public Relations Office (PRO)

a. The PRO is responsible for overseeing and coordinating all content posted on the university's official social networking platforms.

b. The PRO will review content submitted by various colleges and units for accuracy, consistency, and alignment with the university's objectives.

c. The PRO is responsible for obtaining the necessary approvals from the Hon'ble Vice-Chancellor before posting content/photographs.

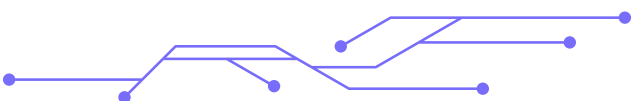d. The PRO should ensure that content is posted in a timely manner and is updated as necessary.

3.2. Constituent Colleges and Units

a. **All constituent colleges/units running independent social networking platforms must discontinue their operations**. Instead, efforts will be directed toward consolidating all university-related social networking activities under a centralized platform to ensure uniformity, coherence, and optimal resource utilization.

b. Content creators within constituent colleges and units should seek approval from the respective Dean or Unit Head before submitting content to the PRO/before placing it to their respective SNP.

c. Constituent colleges and units are responsible for ensuring that their content aligns with the university's objective, values, and mission.

d. All constituent colleges and units must cooperate with the PRO in providing accurate and timely content for posting.

4. CONTENT GUIDELINES

4.1. Content posted on the university's social networking platforms must be accurate, informative, and consistent with the university's objective, values, and mission it must be bilingual (Hindi & English).

4.2. Content should be relevant to the university's activities, events, achievements, and academic programs.

4.3. All content, including written material, photographs, and videos, must adhere to ethical and legal standards. Any content that may be considered offensive, discriminatory, or harmful is strictly prohibited.

4.4. Content should promote a positive image of the university and its community.
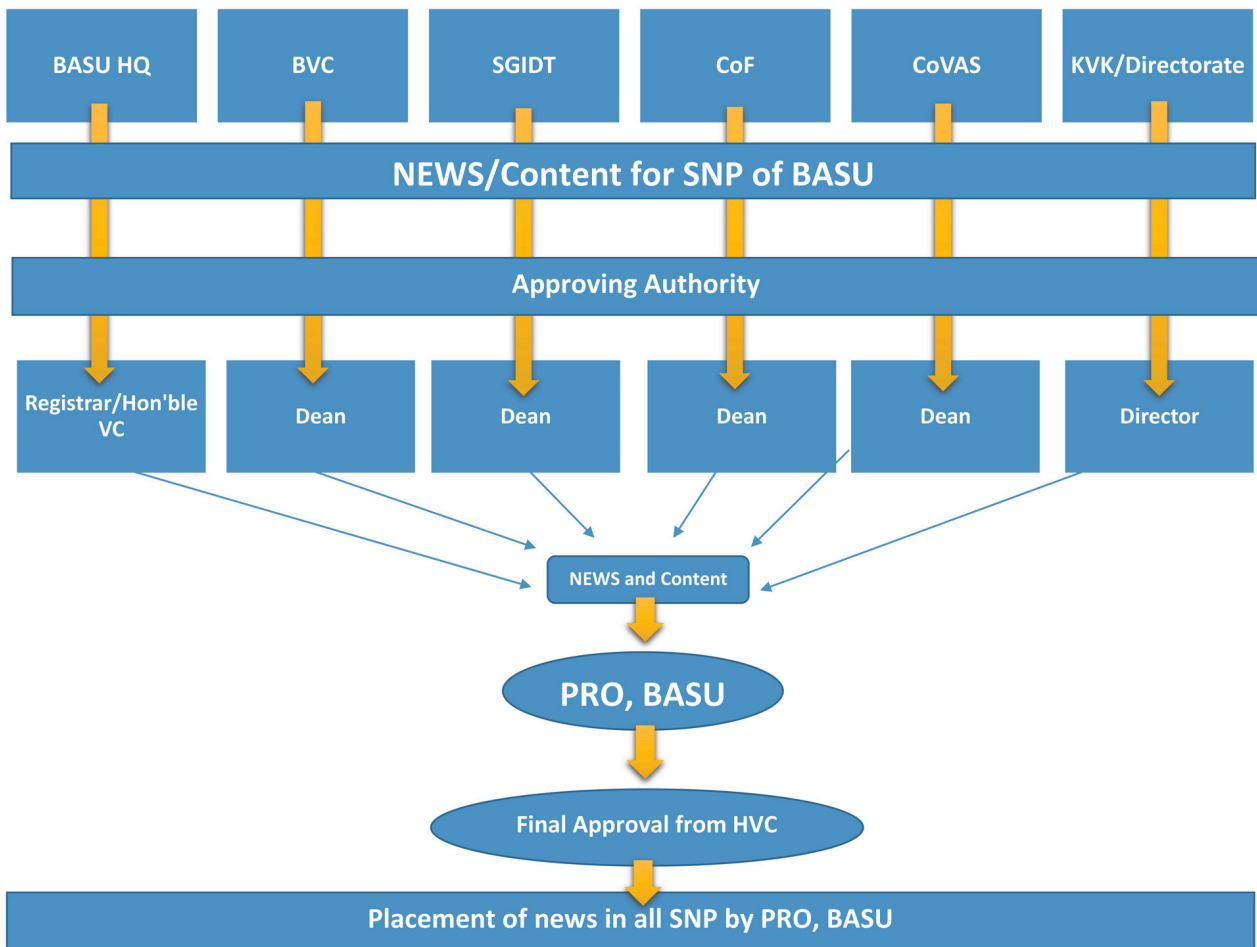
5. IMPLEMENTATION

5.1. This policy will be effective immediately upon approval.

5.2. The PRO will be responsible for disseminating this policy to all constituent colleges, units, and relevant stakeholders.

5.3. Non-compliance with this policy may result in content not being posted or removed from the university's social networking platforms and also disciplinary action may be taken if required.

6. REVIEW

This Social Networking Policy will be subject to periodic review to ensure its effectiveness and relevance. Any necessary updates or modifications will be made as required. This Social Networking Policy provides clear guidelines for the placement of news and events on the university's social networking platforms and ensures that all content is approved by the appropriate authorities. It is essential for maintaining a consistent and positive online presence for Bihar Animal Sciences University.

Flow Chart showing steps to get news content published in Social Networking Platforms of BASU, Patna

BASU HQ	BVC	SGIDT	CoF	CoVAS	KVK/Directorate

NEWS/Content for SNP of BASU

Approving Authority

Registrar/Hon'ble VC	Dean	Dean	Dean	Dean	Director

NEWS and Content

PRO, BASU

Final Approval from HVC

Placement of news in all SNP by PRO, BASU

Policy Formulation Committee

Mr. Satya Kumar
Public Relations Officer
BASU, Patna
(Member Secretary)

Dr. Shivraj Singh
Associate Professor
SGIDT, Patna
(Member)

Dr. A.K. Sharma
Student's Welfare Officer
BASU, Patna
(Member)

Dr. J.K. Prasad
Dean, BVC
(Chairman)