



शिक्षण प्रसारक मंडळी, पुणे
R. A. Podar College of Commerce & Economics
AUTONOMOUS
Matunga, Mumbai - 400 019
An 'A+' Institution as Accredited by NAAC
Certified as 'Best College' by University of Mumbai
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Social Media Usage Policy

Social media platforms offer valuable opportunities for communication, engagement, and promotion. However, the use of social media within the context of R. A. Podar College of Commerce and Economics (Autonomous) requires adherence to certain guidelines to maintain professionalism, protect the college's reputation, and ensure compliance with relevant laws and regulations. This Social Media Usage Policy outlines the expectations, responsibilities, and best practices for the use of social media by college employees, students, and affiliated entities.

This policy applies to all individuals affiliated with R. A. Podar College of Commerce and Economics (Autonomous), including but not limited to faculty, staff, students, alumni, contractors, and volunteers. It encompasses the use of social media platforms for both professional and personal purposes when representing or discussing matters related to the college.

Guidelines for Social Media Usage

- a. **Professional Conduct:** Users must maintain professionalism and integrity when representing the college on social media platforms. Respectful and courteous communication is expected at all times, and users should refrain from engaging in personal attacks, harassment, discrimination, or defamation.
- b. **Protecting Confidential Information:** Users must not disclose confidential or proprietary information about the college, its employees, students, or affiliated entities on social media platforms. This includes sensitive data such as personal information, financial data, academic records, and internal discussions.
- c. **Intellectual Property Rights:** Users must respect copyright laws and intellectual property rights when sharing content on social media. Proper attribution should be provided for third-party content, and users should obtain necessary permissions before using copyrighted material.
- d. **Accuracy and Authenticity:** Users should strive for accuracy and authenticity in their social media posts. Misrepresentation, deceptive practices, or dissemination of false information are prohibited.
- e. **Personal Use:** While users are free to express personal opinions and viewpoints on social media, they should clearly distinguish between personal and official college-related content. Personal opinions should not be presented as representing the views or policies of the college unless explicitly authorized to do so.

College's Official Social Media Accounts

- a. Only authorized individuals designated by the college administration may manage official social media accounts representing R. A. Podar College of Commerce and Economics (Autonomous).
- b. Official social media accounts must adhere to the guidelines outlined in this policy and reflect the college's values, mission, and brand identity.
- c. Content posted on official college accounts should be relevant, accurate, and engaging, with consideration for the diverse audience of students, faculty, staff, alumni, and the general public.

Consequences of Violations

Violations of this Social Media Usage Policy may result in disciplinary action.

Compliance

All individuals affiliated with R. A. Podar College of Commerce and Economics (Autonomous) are expected to comply with this Social Media Usage Policy. Failure to adhere to these guidelines may result in disciplinary action and other appropriate measures.

Review and Revision

This Social Media Usage Policy will be periodically reviewed and updated as necessary to reflect changes in social media trends, technologies, regulations, and organizational requirements. Suggestions for revisions or amendments to this policy may be submitted to the college administration for consideration.

Acknowledgment

By using social media platforms in connection with R. A. Podar College of Commerce and Economics (Autonomous), individuals acknowledge that they have read, understood, and agreed to comply with the provisions of this Social Media Usage Policy.