MALLA REDDY (MR)
Deemed to be University
Recognized Under Section 3 of the UGC Act, 1956
Approved by AICTE, New Delhi, Accredited by NAAC with 'A++' Grade (Cycle- III)

SOCIAL MEDIA POLICY

(Aligned with UGC Guidelines 2022 and MRDU Brand Identity Framework under the Institutional Development Plan 2025 – 2040)

SOCIAL MEDIA POLICY

1.0 POLICY STATEMENT

Malla Reddy (MR) Deemed-to-be University (MRDU) recognizes the power of social media as a strategic tool for **communication, outreach, collaboration, and institutional branding**. This Policy establishes governance mechanisms for responsible, ethical, and coordinated use of social media platforms to promote MRDU's academic excellence, innovation culture, and community engagement while safeguarding its reputation and data integrity.

2.0 OBJECTIVES

1. To project MRDU's achievements, values, and initiatives across digital platforms.
2. To maintain consistency and professionalism in institutional communications.
3. To encourage responsible use of social media by faculty, staff, and students.
4. To mitigate reputational, legal, and cybersecurity risks.
5. To ensure alignment of all digital communication with MRDU's Brand Identity Guidelines and IDP Pillar X – Institutional Branding and Reputation.

3.0 SCOPE AND APPLICABILITY

- Applies to all official and affiliated social media accounts operated by MRDU's Schools, Departments, Cells, and Centres.
- Applies to all employees, students, research scholars, and stakeholders who represent MRDU on any digital platform.
- Covers platforms including, but not limited to, Facebook, Instagram, X (Twitter), LinkedIn, YouTube, Threads, and official blogs/websites.

4.0 OFFICIAL REPRESENTATION AND APPROVALS

1. All official social media accounts must be created **only with written approval** from the **Public Relations & Brand Management Cell (PRBMC)**
2. The **PRBMC** shall maintain a verified database of all official handles, login credentials, and administrators.
3. Departments must not use the University logo or monogram without prior permission.
4. Account credentials shall be institutional property; individual administrators may not claim ownership.

5.0 BRAND AND CONTENT GUIDELINES

1. All content must adhere to MRDU's **Brand Identity Manual** (fonts, colours, logos, tone, taglines).
2. Official posts shall highlight academic achievements, research outcomes, student activities, events, and community service.
3. Content must be:
    - Factually accurate and respectful;
    - Free of plagiarism, hate speech, political or religious bias;
    - Grammatically and visually consistent.
4. Visual assets (photographs, videos) must ensure consent and data-protection compliance.
5. Copyrighted or confidential materials shall not be shared without permission.

6.0 ROLES AND RESPONSIBILITIES

Entity	Responsibility
Communications & Branding Officer	Policy custodian; oversees strategic alignment with IDP branding pillar.
PR & Brand Management Cell (PRBMC)	Manages official accounts, content scheduling, design templates, and analytics.
IQAC	Monitors compliance for NAAC/NIRF branding metrics and maintains documentation.
Heads of Schools/Departments	Nominate one *Social Media Coordinator* to liaise with PRBMC.
HR Department	Includes digital-conduct clauses in employee induction and training.
IT Cell	Provides cybersecurity support, password control, and backup.

7.0 PERSONAL USE OF SOCIAL MEDIA

1. MRDU respects freedom of expression; however, users must avoid:
    - Sharing confidential university information;
    - Posting defamatory, discriminatory, or misleading content;
    - Using MRDU logos, seals, or name to endorse external entities without approval.
2. Faculty, staff, and students are encouraged to add a disclaimer on personal handles when discussing professional topics:

    "Views expressed are personal and do not represent Malla Reddy (MR) Deemed-to-be University."

8.0 CONTENT APPROVAL AND MONITORING

1. All official posts shall be vetted by the **PRBMC Editor/Coordinator** before publication.

2. PRBMC shall maintain a **Digital Content Calendar** to ensure uniform messaging.
3. IQAC shall review monthly activity reports, engagement analytics, and compliance with branding objectives.
4. Inappropriate content shall be removed within 24 hours upon detection or directive from competent authority.

9.0 DATA PRIVACY AND CYBERSECURITY

1. All official accounts shall enable two-factor authentication and institutional recovery emails.
2. Passwords must be changed quarterly and shared securely with the IT Cell.
3. Personal data, student information, or research data shall not be posted publicly without consent.
4. The IT Cell shall conduct annual social-media security audits.

10.0 CRISIS COMMUNICATION PROTOCOL

1. Any online incident that may impact MRDU's reputation (e.g., misinformation, cyberattack, negative publicity) must be immediately reported to the **Communications & Branding Officer and Vice-Chancellor's Office**.
2. Only authorized spokespersons (VC, Registrar, or designated Dean) may issue official statements.
3. PRBMC shall maintain a **Crisis Response Plan** outlining verification, response, and media-release procedures.

11.0 TRAINING AND CAPACITY BUILDING

1. PRBMC and IQAC shall jointly conduct **annual training sessions** on digital communication ethics, content creation, and brand consistency.
2. Workshops on social-media analytics, SEO, and storytelling shall be organised for nominated coordinators and student volunteers.

12.0 RECORD MAINTENANCE AND ANALYTICS

1. PRBMC shall maintain archives of:
    - Official posts, videos, and campaigns;
    - Monthly analytics (reach, engagement, followers);
    - Annual brand-impact reports for IQAC and BoM.
2. Records shall be preserved for **five years** for internal audit and accreditation evidence.

13.0 COMPLIANCE AND DISCIPLINARY ACTION

1. Violation of this policy shall invite action under MRDU's Code of Conduct (Students/Faculty) or Cybersecurity Policy.

2. Defamation, data leaks, or unauthorized endorsements shall result in disciplinary proceedings as per HR norms.

14.0 POLICY REVIEW AND CONTINUOUS IMPROVEMENT

1. The Social Media Policy shall be reviewed every three years or earlier if directed by UGC/MoE or BoM.
2. Revisions shall be proposed by the Communications & Branding Officer in consultation with IQAC and approved by the Board of Management.

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DOCUMENT CONTROL SHEET

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Document Revision History

Version	Revision No.	Date	Description of Change	Prepared By	Approved By
1.0	0	01 Nov 2025	First comprehensive policy aligned with UGC Guidelines 2022 and MRDU IDP Pillar X (Branding and Reputation)	Communications & Branding Officer & Dean IQAC	EC