



SOCIAL MEDIA POLICY OF THE INSTITUTION

Vision

To promote the culture of Entrepreneurship, Innovation and Research to facilitate financial empowerment among students

Scope

To manage the performance and functions of the institution's social media network and thus promote perspective of the college.

Objectives

- ❖ To update website of IIC of our college
- ❖ To create and post the invitation and photos of programs organized by IIC in Social media tagging MHRD.
- ❖ To upload the report of programs organized by IIC in MHRD IIC portal.
- ❖ To livestream the programs organized by IIC and to upload the videos given after the program.

Social Media Policy Statement

- ❖ The social media committee is responsible for developing, updating and monitoring the social networking accounts on Facebook, Twitter, Instagram, LinkedIn and YouTube.
- ❖ The committee shall post all the relevant information about council meeting resolution, action plan, IIC activities and follow MIC page and upload the same.
- ❖ The committee also ensures that the faculty and students of the institution follow the IIC page accounts on social media to get first-hand information on all activities.
- ❖ The committee should organize and co-ordinate various programs on social media networking to promote innovation and entrepreneurship among students.

S. Anandapethi

PRINCIPAL
Holy Cross College
(Autonomous)
Nagercoil - 629 004.