



**National Institute of Fashion Technology**  
Head Office, Hauz Khas, New Delhi

No.1312(584)/Admin./HO/Social Media Policy of Employees.2020


31<sup>st</sup> August 2020

**OFFICE MEMORANDUM**

**Subject: Social Media Policy for NIFT Employees regarding**

The undersigned is directed to state that the Competent Authority of NIFT has suggested comprehensive policy guidelines for NIFT employees regarding the positioning and image building of NIFT and to set standards of conduct expected of all employees for the responsible use of social media.

2. These social media guidelines will provide a policy framework for all NIFT employees to ensure the responsible use of social media. These guidelines may be widely publicized among the NIFT employees for compliance. Copy of the NIFT Social Media policy is enclosed herewith.
3. This issues with the approval of the Competent Authority.

  
Prof. Suhail Anwar, PhD.  
Director (Head Office)

Encl.: As above

To

- 1) All Campus Directors/ Joint Directors, NIFT campuses
- 2) All employees of NIFT H.O

Copy to :

- 1) CVO
- 2) Dean (A)
- 3) All Heads
- 4) All CP's
- 5) Director (F&A)
- 6) Director (IT)
- 7) OSD (Establishment)
- 8) Joint Director (Admin)
- 9) Legal Officer
- 10) Vigilance Officer
- 11) PS to DG-NIFT- for information please.



NATIONAL INSTITUTE OF FASHION TECHNOLOGY

HEAD OFFICE, NEW DELHI

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## Social Media Policy General Administration 2020

These guidelines will provide policy framework to NIFT administration and faculty on the responsible and productive use of social media. Social media include blogs, wikis, social networks (e.g., Facebook, Twitter, YouTube, LinkedIn, Instagram, Tumbler, etc.), personal web sites, and any other media yet to be developed in a dynamic communications field employing ICT.

These guidelines are designed to help NIFT employees in making appropriate decisions when managing and/or developing social media initiatives on behalf of the institute. Additionally, the guidelines are intended to advise NIFT employees who indicate an institutional affiliation on their personal social media profiles on how to balance their affiliation with personal conversation.

**General:** NIFT occupies a unique position in the field of design education which relies much on visual culture, the vocabulary of social media too. The stake holders of NIFT are the millennials and Gen-z who consume social media in a big way and as such it becomes an essential tool in the hands of the faculty and administration to reach out, communicate and understand their psyche. Thus doodles, drawings, texts and patterns may be posted by the faculty and staff on to their pages/handles but utmost care must be taken not to divulge the syllabus or compromise the IPR of NIFT in anyway. While it may be argued that the personal handles are only personal and one is free to express one's opinions, **Central Civil Services (Conduct) Rules and the Information Technology Act 2000 and its subsequent amendments** are very clear on the expression rights and duties of government servants which may be read in tandem with this policy.

**NIFT Employees:** Social media allows members of the staff to communicate and network with internal and external audiences and the Institute recognises that faculty and staff use various social media platforms as part of their normal work duties. Care must be taken to avoid such use during office hours and strictly not during lectures and in class rooms. Even while the students are working by themselves, supervisory faculty and staff cannot be engaged with their phones, which will be viewed adversely.

**They** should not represent NIFT on any social platforms or address media and press without the consent of the concerned authorities.

It is important to note that when posting in a personal capacity you may still be identified as a staff member of the Institute even if this is not stated on your account, and so you should be mindful of your audience and what is being posted in a public domain. Be Polite, be discrete and be respectful to all and do not make personal comments for or against any individuals or agencies. Also, professional discussions should not be politicized.

Social Media Platform should not be used as a tool to by-pass the chain of command and the proper channel to air the grievances.

They should not create and use anonymous or pseudonymous User ID.

Social Media Platform should not be used to criticise the policies of Government of India on any matter.

**Campus Handles:** Every campus of NIFT shall maintain a handle on Twitter, Instagram and LinkedIn for dissemination of information, featuring the artistic work of faculty and students and updates on important activities of the campus on a regular basis. Social media handles have a visual language of their own and it must be the attempt of every campus to maintain a feed that is aesthetic, mature and professional. It is not a notice board and should act as a magnet for students to keep themselves bonded to the campus by featuring their works regularly, keeping up with the global trends and maintaining a distinct voice of its own. It should be democratic, liberal and

must promote diversity, inclusivity and harmony in the community. Care should be taken to make the posts representative and engaging. Professional consultants maybe engaged by the Campuses with prior approval from the Director General, NIFT. While the art works and creations of students maybe posted, Commercial activity of students/profitteering out of the goodwill of NIFT by students should be discouraged. So also posts and stories about external photoshoots and all such fashion projects should not be done through campus handle as they then get institutional sanctity.

A committee may be formed at the campus level comprising at least two students and a faculty member who have a flair for such activities. While student interns can be tremendous collaborators on social media initiatives, they should not be the “owners” of official NIFT-branded social media accounts or profiles. Such profiles should be owned and maintained by staff and/or faculty as appropriate. No campus handle shall be in the exclusive control of students and the Campus Director will be solely responsible for the content posted online, subject to IT laws prevalent in the country. Needless to say inappropriate content violative of public morality and principles in the Constitution of India will invite penal action and care must be taken to align every campus handle with the larger vision and purpose of the organisation.

Be respectful of intellectual property rights and laws. Use of third-party copyrighted or trademarked material or use of a person’s likeness without permission is not allowed.

When engaging on social media on NIFT’s behalf, do not express political opinions or engage in political activities.

Minimize security risks to social media accounts and profiles that have the ability to affect NIFT’s reputation.

To minimize risks to NIFT-branded social accounts and profiles, one should:

- (1) Use strong, randomized passwords;
- (2) Limit direct access to these social profiles through a social media content management system with full audit trail capability;



- (3) Activate multi-factor authentication for all accounts where it is available;
- (4) Register accounts using only NIFT.ac.in email addresses; and
- (5) Regularly monitor social media accounts—especially when they are not used frequently. Finally, you should also maintain a plan for recovering social media accounts in the event they are compromised. If you suspect your official account has been compromised, please notify the IT department immediately.

Do not maintain dormant social media accounts bearing the NIFT name. If you have created a social media account that bears the Institute's name or marks, but that account is not used in regular and direct support of institutional priorities, you should take steps to have the account removed from the relevant social network.

In addition to the points mentioned above, the following may be borne in mind :

- Be thoughtful and discerning when engaging on social networking services. Write for your audiences, but know your posts can reach anyone and may be misinterpreted or may show up outside of their original context. Messages should be tailored for each channel. Not all messages belong on all channels..
- Moderate comments judiciously. Comments are an important part of social networking services. Monitor social accounts or profiles for which you are responsible and delete comments that expose the private data of others, contain commercial solicitations, are factually erroneous/libellous, are off-topic, are threatening or abusive, or are obscene.
- Remember that you are representing NIFT. All of your posts, comments and actions on social networks have the ability to affect the reputation of the institute as well as other individuals affiliated with NIFT. Great care must be taken to avoid propagation of unverified facts and frivolous misleading rumours which tend to circulate often through miscreants on social media platforms.
- As far as possible, it is important to state upfront the scope of response, type of response, response time etc. so that expectations are set correctly. While not all

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posts/comments need to be responded, an official email may be integrated and be directed to the right internal person to take action on query/lead in a timely fashion.

- While employees are free to post response in their personal capacity to a post published on the official account of NIFT, it is mandatory that while they are doing so, they must clearly identify themselves. Confidential information must not be divulged and should not be seen to represent “official view” unless authorised to do so.
- The legal implications must be viewed in accordance with the law of land e.g. RTI Act, IT ACT 2000 & IT Amendment Act 2008 etc as also rules and regulations made thereunder. These policies must be circulated internally to ensure uniformity of response.

The use of social media entails a certain blurring of lines between the personal and the professional when it comes to personal handles of employees. While commenting on the posts of students and other campuses, utmost care should be taken to maintain decorum and maturity so that it does not offend the sensibilities in anyway. Various campuses are parts of the same organisation and different handles should not stoop to turf wars. Collaboration across campus handles are expected than conflicting claims and ideology as it can severely affect brand NIFT. In short, social media use by campuses and its employees should be creative, harmonious and observing of all etiquettes expected of a government servant.

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