



St Joseph College of Communication

Media Village, Changanassery
Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

Policy on Public Relations and Social Media

Responsible Executive	PRO, St Joseph College of Communication
Responsible Office	PRO, St Joseph College of Communication
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1. Statement of Policy

To increase the awareness and reputation of St Joseph College of Communication and its service to the community, the Public Relations Department of the college frequently disseminates information, including posters, photos and videos, regarding activities on campus to the media as well as to the general public through the local and national newspapers, college's website and social media. This information includes but is not limited to, announcements and reports on curricular, co-curricular and extracurricular activities and programmes conducted by the various departments of the college and the SJCC community as a whole.

Mass media are tools that have a significant ability to positively impact St Joseph College of Communication's reputation as an institution. St Joseph College of Communication aims to foster the growth of virtual communities, protect the reputation of the college and its community members and provide for the cooperation of those who create and administer social media pages on the college's behalf.

However, there are some inherent challenges. To address the challenges, St Joseph College of Communication has drafted this policy to ensure that both personal and professional reputations are enhanced and protected when expressed in social media and to avert

situations of misuse or abuse of digital rights and freedom of expression through social media.

2. Objectives

This policy extends to students, faculty, staff, and all individuals associated, directly or indirectly, with St. Joseph College of Communication, who utilize various social media platforms for communication while acting on behalf of or in connection with the institution.

- **Generate Interest:** Through strategic public relations initiatives, SJCC can craft messaging that piques maximum interest while aligning seamlessly with our overarching brand identity.
- **Enhance Brand Visibility:** Once the institution has meticulously formulated its message, public relations efforts amplify its reach. Garnering the right kind of recognition fosters greater opportunities in the long term.
- **Facilitate Effective Communication:** Implementation of public relations facilitates more open channels of communication. This holds not only for stakeholders and prospects but also for our media contacts and broader audience.
- **Foster Mutually Beneficial Relationships:** By disseminating messaging in a manner that resonates powerfully, SJCC can cultivate essential relationships that contribute to a fortified institutional image.

3. Scope of the Policy

- This policy governs communication-related to all programs organized by St. Joseph College of Communication, its constituent departments, associations, and organizations. It encompasses the use of social media accounts created by college staff for official business purposes, including those representing faculty, groups, departments, programs, and entities.
- The impact of this policy extends to students, faculty, and staff engaged in communication through various social media platforms on behalf of St. Joseph College of Communication.
- The College will maintain a publicly accessible directory on its official website listing all officially recognized social media accounts.

- Student organizations seeking official recognition for their social media accounts must register through the Office of Public Relations Department.
- Any college or department-level program must be communicated to the media through the Public Relations Department. All departments are directed to ensure timely notification to the PRD about such events.
- Each department is required to designate students with specialized training to handle reporting, editing, and submission of news to the PRD. These appointed students will serve as department reporters.

4. Exclusions

- This policy pertains solely to social media accounts listed on the official website of St. Joseph College of Communication, established to represent various entities such as Groups, Departments, Programs, and other college-related entities. It does not extend to other social media accounts.
- College employees, when engaging in individual capacities, must exercise discernment and clarity in their communication to distinguish that their actions do not represent the College, nor do they express the College's viewpoints.
- St. Joseph College of Communication bears no responsibility for any information disseminated on social media platforms not officially recognized on its website.

5. Roles & Responsibilities

- The primary role of the Public Relations Department (PRD) is to disseminate information about the College's activities to the public through various media channels.
- The PRD is tasked with preparing news items and distributing them to media outlets. Priority is given to events deemed of utmost significance; however, the PRD cannot guarantee the publication of every news item by media sources.

- The PRD will endeavour to highlight the achievements and scholarships earned by both teachers and students, provided such information is reported by the respective departments.
- Exclusive responsibility for organizing press conferences and crafting press releases for significant college events lies with the Public Relations Department.
- The Public Relations Officer cum Social Media Administrator oversees the day-to-day management and updates of the college's social media page on the website.
- All social media accounts officially recognized by St. Joseph College of Communication must grant PRO administrative access at all times to ensure compliance with college policies.
- In the event of the PRO cum Social Media Administrator or any account administrator leaving the College, it falls upon the academic or administrative department to appoint a new staff member as the account administrator and revoke access from the former staff member.
- Staff members designated as administrators of social media accounts are responsible for overseeing and moderating the content posted on their respective platforms.
- Administrators must promptly remove any content that violates the College Conduct Policies or the Terms and Conditions of Social Media platforms.

6. Guidelines for the Content

- At SJCC, we recognize the powerful impact of social media in shaping perceptions and fostering meaningful connections. Our social media content policy is guided by the following principles:
- **Do No Harm:** All social media content must avoid causing harm, whether emotional, reputational, or otherwise, to individuals or groups.
- **Respecting Autonomy:** We respect the autonomy of individuals and uphold their right to express themselves freely within the boundaries of our policies and guidelines.
- **Benefiting Others:** Social media content should aim to benefit and enrich the lives of our audience, offering value, insight, and positivity.

- **Being Just:** Our content reflects fairness, equity, and justice, avoiding discrimination, bias, or prejudice of any kind.
- **Being Truthful:** We are committed to honesty and transparency in all our social media communications, presenting accurate information and avoiding misleading or deceptive content.
- **Upholding Dignity:** We treat all individuals with dignity and respect, refraining from engaging in disrespectful or offensive language, behaviour, or imagery.
- **Treating Others with Caring and Compassion:** Our interactions on social media platforms are characterized by empathy, kindness, and understanding, fostering a supportive and inclusive community.
- **Pursuit of Excellence:** We strive for excellence in our social media content, maintaining high standards of quality, relevance, and engagement.
- **Accepting Responsibility:** We take ownership of our social media presence, recognizing the impact of our words and actions, and promptly addressing any issues or concerns that arise.
- By adhering to these principles, we uphold the values and mission of SJCC while fostering meaningful and respectful interactions in the digital space.

7. Approval & Review Details

Approval Authority:

Executive Director, St Joseph College of Communication

Officer In-charge:

PRO, St Joseph College of Communication

Approved on: November 2023

Next Review Date: November 2024

8. Feedback:

Stakeholders may provide feedback about this document by e-mailing IQAC.