

JJMCOE's Social Media Guidelines

This guide provides you with best practices to ensure your social media activity aligns with JJMCOE's values and enhances our establishment's social image, as well as resources to help you on your journey when sharing about JJMCOE.

Social media has become an integral part of modern life. It keeps us in touch with friends and family, it informs us about our world, and it gives us a platform allowing us to be heard.

Social media can be a powerful force for good, and we want to encourage JJMCOE employees to use social media in positive ways. When you are online, we have three requests for you:

1. Be Upfront
2. Focus on the Good
3. Use Your Best Judgment

What do our policies mean? They mean that we trust you. We bring smart people into the JJMCOE family, and we expect you to make smart decisions. This means that you are both the person in the best position to tell the world why JJMCOE is such an amazing place to be and the person best suited to protect JJMCOE from harm.

Be Upfront

- Being upfront means being truthful, transparent and proud of your relationship to JJMCOE. Your honesty, or dishonesty, will be noticed quickly in the social media environment.
- If you are posting about your work at JJMCOE specifically, or about related news in the industry, identify that you are part of JJMCOE with hashtag #JJMCOE. Place your hashtag JJMCOE so it's easy to find. Don't mix it in with a group of hashtags or links.
- Add a disclaimer to your opinions when posting so others know you are not representing the opinion of Dr. J. J. Magdum College of Engineering, such as: "This is my personal opinion, and it does not represent the opinion of Dr. J. J. Magdum College of Engineering".

Note: You do not have to disclose your connection to JJMCOE if you are sharing about personal interests, not tied to JJMCOE brand or industry.

- Do not create accounts with "JJMCOE" in your handle name, these include examples like "yourname_underscore_JJMCOE" or "nameatJJMCOE" or "namefromJJMCOE".

Focus on the Good about JJMCOE's impact

- **Be authentic and honest.** Use your own name and be personal. Use conversational language that doesn't sound rehearsed or too polished. Don't forget to show genuine excitement and interest in what they are saying.

- Make sure that when posting about JJMCOE that **you focus on the positive impact of JJMCOE’s community.**
- Now let’s talk about disparagement for a minute. Engaging in ridicule, mockery, or scorn, is not keeping with fair competition, and it violates JJMCOE’s code of conduct. So please **do not slam our competitors or partners, or JJMCOE for that matter.** Disparagement is illegal, and disparagement of an individual can lead to libel or slander claims. Avoid commenting on competitor’s accounts, in general. Comments should always be fair and balanced using only public information.
- JJMCOE’s trademarks and brands are valuable assets and must, of course, always be protected. Please always use the correct names. **Do not use code names.** Protect our intellectual property (IP).
- Let social media team manage the breaking news and tackle public relations.

Use Your Best Judgment

- **Be professional and a good citizen when communicating about achievements, updates, or the industry.** When posting, be professional about the information you share and always strive to improve your environment and those around you.
- It’s good practice to remind yourself that **everything you put on social media is public;** anything you say is on the record, and accessible to just about anyone, so be careful about what you post. This also applies to chat apps. Even if you delete something as an afterthought, people may have already captured, saved and shared the information.
- External communications should never contain classified or proprietary information, and social media is no exception. Do not post proprietary information, including info marked “Confidential”, “Top Secret”, “Classified” or “Internal Only”.
- Remember don’t link to or post anything you wouldn’t be able to say yourself.
- If you’re about to publish something that makes you even the slightest bit uncomfortable, respect your gut feeling and don’t publish it.
- Everyone makes mistakes, we understand that. If you make a mistake regarding social media at JJMCOE, or even think you might have, acknowledge it and correct it with your followers. If you see peers or colleagues engaging in risky social media practice, let us know. Send an email to contact@jjm.edu.in and ask for guidance.
- Make sure that any claims you make about the institute or services are properly substantiated. Substantiation of claims on social media is as simple as linking to the original approved information where the claim was made (usually engineering.jjm.edu.in).

Additionally, if you see something being shared related to JJMCOE on a social media platform that shouldn't be happening, immediately inform contact@jjm.edu.in.

General Posting Guidelines

- Always use the #JIMCOE hashtag anytime you are posting about JIMCOE online.
- **Share the news:** Feel free to share official JIMCOE announcements, posts, or content that showcases our innovation and culture.
- **Original Content:** When creating content, focus on your professional insights, industry trends, and thought leadership. Ensure that your posts reflect JIMCOE's commitment to innovation and excellence.
- **Engagement:** Like, comment, and share content from your network and JIMCOE's official pages. Keep your interactions positive and constructive.

Negative Comments

- **Do not Engage:** Do not engage negative posts directly. Instead, report the content to JIMCOE's social media team.
- **Crisis Situations:** Refrain from commenting on the situation and direct inquiries to JIMCOE's official communication channels.