



अखिल भारतीय आयुर्विज्ञान संस्थान ऋषिकेश-249203
ALL INDIA INSTITUTE OF MEDICAL SCIENCES RISHIKESH - 249203

AIIMS-RISHI/AO/O.O/203/2024/ 496

Date: 29.08.2024

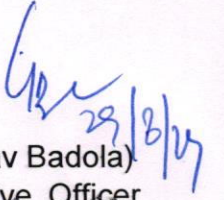
OFFICE ORDER

Social media is a powerful tool for communication, networking and personal expression. However, its blatant use can also impact the reputation and image of the institution and breaches individual privacy adversely. To help students, employees navigate social media responsibly while maintaining professionalism and reputation of the Institution, an SOP/ Guidelines are hereby laid down as per Annexure -'I'.

2. It is hereby instructed to all employees (Regular/Contractual/Outsource) to refrain from any such activities on Social media. Violation of these guidelines will be dealt strictly and administrative action will be taken against defaulters under the relevant rules mentioned in the SOP.

This issues with approval of Executive Director, AIIMS Rishikesh.

Encl: As above.


(Gaurav Badola)
Administrative Officer
AIIMS, Rishikesh

Copy to:

1. PPS to Executive Director
2. Dean(A)/DDA/MS/SE/FA/PRO/SAO/CNO
3. All HODs/Faculty Members/Officers
4. All Concerned Departments
5. IT Cell/Website Desk- for uploading on website
6. Notice Board/Guard File

SOP for Use of Social Media for Students and Employees of AIIMS, Rishikesh

Introduction: Social media is a powerful tool for communication, networking, and personal expression. However, its use can also impact the reputation and image of the institution adversely. These guidelines are designed to help students and employees navigate social media responsibly while maintaining professionalism and respect for the Institution.

General Principles

1. Be Respectful and Professional

- Maintain a respectful and professional tone in all social media interactions.
- Avoid posting content that could be considered offensive, discriminatory, or inflammatory.

2. Respect Privacy

- Do not share personal information or confidential details, with students, patients, colleagues, or any other person that is derogatory or offensive.
- Be mindful of privacy settings and control who can see your posts.

3. Accuracy and Integrity

- Ensure that any information you share is accurate and verified.
- Avoid spreading rumours, misinformation, or unverified content pertaining to policies of the Institute/ Government.

4. Videos and Reels

- Do not shoot 'Reels' for entertainment posts on social media within the premises of the institute.
- If any video/audio is recorded as an evidence; it should be provided ONLY to the appropriate authority and not be posted on any social media.
- It is the responsibility of the person recording evidence video/audio to maintain privacy and not to share such videos on social media prior to completion of investigation by authority/police.
- Avoid appearing in social media videos/photos wearing institute uniform/scrub suits outside the institute.

Guidelines for Students

1. Academic Integrity

- Do not share or discuss exam questions, assignments, or academic content that could violate academic integrity policies.
- Avoid posting about academic matters in ways that could be construed as seeking unfair advantages or promoting cheating.

2. Interactions with Faculty and Peers

- Communicate with faculty and peers respectfully and professionally.
- Avoid engaging in arguments or posting derogatory comments about others.

3. Representation of the Institution

- Do not imply that your personal views represent those of the institution.
- While posting policies of the institution on any social media, use discretion and ensure that your comments are factual and respectful.

4. Handling Disputes

- Resolve conflicts with faculty or peers through appropriate institutional channels rather than on social media.

Guidelines for Employees

1. Professional Boundaries

- Maintain clear boundaries between personal and professional social media accounts.
- Avoid engaging in personal or political discussions that could affect your professional role.

2. Interaction with Students

- Use official channels for communication with students, such as institutional email or learning management systems.
- If interacting with students on social media, ensure that the interaction remains professional and appropriate.

3. Sharing Institutional Content

- When sharing institutional news or content, ensure that it is accurate and aligns with the institution's communication policies.
- Obtain necessary permissions before sharing content related to institutional events or individuals.

4. Legal Issues:

- The easy access to social media has caused people to habitually post information on social media without understanding its legitimacy. A number of times, people post content on various social media sites on the spur of the moment or on an impulse without thinking it through.
- Thus, it becomes important for the employees to remain aware of the legal course of action, rules, and regulation that govern the actions of social media users in Central Civil Service (Conduct) Rules, 1964 which oversee the employees conduct in personal and professional life.

High. Lects

[Signature]

21/12/2021

5. Handling Complaints

- Address any complaints or feedback about the institution through official channels rather than on social media.
- Direct any issues to the appropriate department or personnel for resolution.

In case of any untoward events

1. Report Issues Promptly

- Report any social media content that you believe could harm the institution's reputation or violate its policies, to the appropriate authority.

2. Emergency Situations

- In the event of a crisis or emergency, follow the institution's established communication protocols and avoid posting unverified information.

Enforcement:

The Institute shall monitor social media to track violations of the guidelines and shall maintain official records of violations that contain certain data related to the social media activity of employees.

Therefore, the employees should adhere to the above guidelines to ensure disciplinary action and consequent punishment which will be as per the CCS(CCA) Rules, 1964, and mainly depend upon the nature and harshness of the violation

Punitive Measures

Notwithstanding anything mentioned above, no social media post shall be made in his own name or anonymously, pseudonymously, or in the name of any other person which has the effect of an adverse criticism of any current or recent policy or action of the institute; in accordance with the CCS (Conduct) Rules, 1964.

Consequences of Violations:

Violations of this SOP may result in disciplinary action, including warnings, reprimands, suspension, or termination, depending on the severity of the offense and its impact on the Institute's reputation.

Punishment provision /recommendation, if violations occur:

- 1) Level-I (Major)= Suspension for 1, 2 or 3 months / Disciplinary proceeding as per CCS (CCA) Rules, 1964
- 2) Level-II (Minor)= Showcase / warning
- 3) Level-III (Minor)=Warning / Immediate transfer or change of department
- 4) Level-IV (moderate)= Warning

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