

THDCIL Guidelines on Social Media

Preamble

The objective for the use of social media is not just to disseminate information but also to undertake public engagement for a meaningful public participation for formulation of public policy. Therefore an employee can use social media for:

- Seeking feedback from citizens
- Re-pronouncement of Public Policy
- Issue based as well as Generic interaction
- Brand Building or Public Relations
- Generating Awareness and education on National Action Plans and implementation strategies.

Objective

Social media is increasingly being used in Government for public engagements for disseminating information, policy making, recruitments, generating awareness, education etc. Most of the social media platforms are based outside India and are not governed by Indian laws.

It is very important to ensure that Public Records Act 1993 and other applicable laws are complied with and adequate provisions for security are in place in view of current threat scenario in cyber space.

Social Media is different from traditional media such as print, radio and television in two significant ways – first, the amount of content that can be generated by the users themselves far exceeds the content generated by news/opinion makers and second, its “viral” ability for potential exponential spread of information by word of mouth and interlinking of the various social media platforms, thereby considerably reducing the control over spread of any such information.

Therefore, it is necessary to lay down guidelines and instructions regarding usage of social media in official capacity for employees.

- The Guidelines is therefore to educate and inform employees about usage of these social media platforms
- To encourage employees to optimize use of digital platforms for communication
- To make aware of the roles, responsibility and accountability of the content published
- To make aware of Do's and Don't's of using social media in official capacity.

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Scope & Coverage

The guidelines shall apply to all employees of Corporation on regular rolls and shall include all the three categories i.e. Workmen, Supervisor and Executive as well as Deputationists.

Guiding Principles for usage of Social Media

It takes lots of effort to establish company's voice, but one inappropriate or off-brand social media post can put this in jeopardy. While using social media for official purposes, the following shall be kept in mind:

Identity: Always identify clearly who you are, what is your role in the department and publish in the first person. Disclaimer may be used when appropriate

Authority: Do not comment and respond unless authorized to do so especially in the matters that are sub-judice, draft legislations or relating to other individuals

Confidentiality: Confidential information related to trade secret or sensitive decisions must not be divulged. Director(Personnel) shall be have the authority to decide the ambit of confidential information.

Relevance: Comment on issues relevant to your area and make relevant and pertinent comments.

Professionalism: 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

Openness: Be open to comments – whether positive or negative. It is NOT necessary to respond to each and every comment

Compliance: Be compliant to relevant rules and regulations. Do not infringe upon IPR, copyright of others

Privacy: Do not reveal personal information about other individuals as well as do not publish your own private and personal details unless you wish for them to be made public to be used by others

Do's & Don't's

THDC India Limited has developed the Official facebook of Company, Official Youtube channel, Corporate Whats app group, Twitter handle. The employees shall make best use of these social media platforms to receive and disseminate information but take note of the following instructions while using them:-


