PCCOE|MIS|2025-26|139

Pimpri Chinchwad Education Trust's

Pimpri Chinchwad College of Engineering

An Autonomous Institute

(Permanently affiliated to Savitribai Phule Pune University)

Social Media Guideline For Students and Employees

PCCOE/N/2025-26/869

Date-22nd September 2025

Preamble

At PCCOE, we recognize the vital role of social media in communication and engagement. These guidelines ensure responsible representation and uphold our institutional reputation. They apply to all employees, students, and departments.

The Website and Digital Marketing (WDM) Team under PCCOE-MIS manages the official PCCOE website and all authorized digital and social media activities. This document establishes guidelines, approval processes, and consequences for non-compliance.

Important: All social media accounts operated by cells, clubs, or departments must be officially registered through the approval process outlined herein. Unregistered accounts remain outside PCCOE-MIS scope, and the Institute assumes no responsibility for associated risks.

A] Scope of Application

- **Stakeholders**: All PCCOE employees and students (Undergraduate, Postgraduate, Ph.D.) when directly or indirectly referencing PCCOE or when their institutional association is evident.
- **Digital Platforms**: All digital and social media platforms including WhatsApp, Telegram, Facebook, LinkedIn, Twitter (X), Instagram, YouTube, email, websites, applications, and forums where PCCOE's name, logo, activities, or members may be referenced.

- **Registered Accounts**: All websites and digital media platforms officially registered with the WDM Team.
- **Faculty Websites**: Personal faculty websites are considered registered, with full ownership and responsibility resting with the respective faculty member.

B] General Guidelines

- **Account Security and Digital Safety**:
  - Share account passwords only with officially designated communication leads
  - Always log out after use, especially on shared or public devices. Never leave accounts unattended while logged in
  - Exercise caution when connecting with unknown individuals online, as malicious actors may target academic institutions

- **Professional Representation**:
  - Do not claim to represent PCCOE without prior written permission
  - Include disclaimer when personal posts may be linked to PCCOE: *"The views expressed are my own and not necessarily those of Pimpri Chinchwad College of Engineering (PCCOE)."*
  - Use of PCCOE's name, logo, or branding without approval is prohibited

- **Respectful Communication**:
  - Harassment, bullying, offensive language, or cyberbullying is strictly prohibited
  - No ridicule, insults, or false information about individuals or groups
  - Prohibited activities include rumors, threats, mocking, impersonation, and morphed images

- **Privacy and Consent**:
  - Obtain consent before posting photos, videos, audio, or personal details of others
  - Do not share confidential or non-public information related to PCCOE, faculty, staff, or students

- **Intellectual Property**:
    - Do not post copyrighted material without proper permission or attribution
    - Respect intellectual property rights and license terms
- **Legal Accountability**:
    - All online activities are subject to applicable Indian cyber laws and institutional regulations
    - Remember that anything shared online becomes public and may impact academic and professional futures
- **Prohibited Content**: The following content must never be posted:
    - Confidential academic/research information not yet public
    - Details of complaints or legal proceedings
    - Fake accounts or impersonation attempts
    - Inappropriate, obscene, or offensive material
    - Content that damages PCCOE's reputation or compromises community safety

C] Consequences of Non-Compliance

Violations including unauthorized account creation, misuse of PCCOE identity, or posting prohibited content may result in:

- **Immediate Actions**:
    - Removal of unauthorized content or accounts
    - Referral to Students Disciplinary Committee (SDC)
- **Legal Consequences**:
    - Civil action (defamation, harassment, breach of confidence, IPR violations)
    - Criminal charges (stalking, hate speech, extortion, posting intimate images without consent)
    - Application of relevant Indian cyber laws
- **Additional Compliance**: All relevant cybercrime laws, IT Department directives, circulars, and notifications issued from time to time shall apply.

D] Official PCCOE Digital Presence

- **WDM Team Responsibilities**:
  - Manages PCCOE's official digital presence
  - Posts achievements and recognitions submitted by portfolio owners
  - Reviews and approves registered accounts
  - Monitors compliance and handles violations
- **Official PCCOE Accounts**:
  - **Facebook**: https://www.facebook.com/PCCOENigadi
  - **LinkedIn**: https://www.linkedin.com/company/pccoe-pune
  - **Instagram**: https://www.instagram.com/pccoepune/
  - **Twitter**: https://www.youtube.com/@pimprichinchwadcollegeofen1720
  - **YouTube**: https://youtube.com/@pimprichinchwadcollegeofen1720?si=0wH55pTO6A08ts9
  - **Website**: www.pccoepune.org
- **Recommendation**: Tag official PCCOE accounts when posting about institute events, achievements, or activities.

E] Account Approval Process

- **Approval Requirement**: All cells, clubs, committees, and departments must complete the PCCOE Official Social Media Account Approval Form before operating social media accounts.
- **Faculty Responsibility**: Each approved account must have one designated faculty owner who is responsible for management. Upon faculty departure, formal handover to another designated faculty member is mandatory.
- **Official Recognition**: Only approved accounts will be included in the verified list published on PCCOE/PCET official website or respective department websites.
- **Disclaimer**: PCCOE disowns responsibility for content published on accounts not included in the official list.

F] Undertaking

- All students joining PCCOE must submit an **Undertaking** stating that they have read and understood the Social Media Guidelines.

- The Undertaking must acknowledge that **any breach of the guidelines will invite disciplinary action** by the Institute.

G] Applicability of Laws

- In addition to these guidelines, **all relevant laws relating to cybercrimes, IT Department directives, circulars, notifications, and other penal provisions** issued from time to time shall also apply.

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Director