



AIIMS/Rajkot/Admin/2024-25/6191

Date:24/10/2024

OM 176 of 2024

**Subject: Implementation of Standard Operating Procedures (SOP) for Social Media Usage.**

1. 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.
3. This issues with approval of Executive Director, AIIMS Rajkot.



Officiating Deputy Director (Admin)  
AIIMS Rajkot  
कार्यवाहक उप निदेशक (प्रसा.)  
Offg Deputy Director (Admin.)  
एम्स राजकोट - ३६० ००१, गुजरात.  
AIIMS Rajkot - 360 001. Gujarat.

**Copy to,**

1. PS to Executive Director, AIIMS Rajkot
2. Deans, HoDs & DMS, AIIMS Rajkot - to disseminate information
3. Accounts Officer, AIIMS Rajkot - to disseminate information
4. It Cell - for uploading on the Official Website of AIIMS Rajkot.



## **SOP for Social Media Usage policy for AIIMS, Rajkot**

**Introduction:** - This SOP delineates protocols for the responsible and professional utilization of social media by Faculty members, Senior residents, Junior residents, Nursing officers, Students, Contractual staff and Outsourced employees of the All India Institute of Medical Sciences (AIIMS), Rajkot. It intends to ensure that the utilization of social media platforms aligns with the institution's values, rules, and legal obligations, while fostering a secure and professional atmosphere.

### **General Principles:** -

#### **1. Be Respectful and Professional**

- Always represent AIIMS, Rajkot, in a respectful and professional manner in all social media interaction.
- Avoid using offensive language or engaging in discussions that could be deemed disrespectful, inappropriate or discriminatory.
- Refrain from posting any content that could damage the reputation of the Institute, its staff or affiliates.

#### **2. Confidentiality and Privacy**

- Do not share or post any confidential or sensitive information about the Institute, its patients, students, faculty or staff.
- Patient information, including any identifying details, must never be posted on social media under any circumstances.
- Be mindful of privacy settings and control who can see your posts.

#### **3. Accuracy and Integrity**

- Avoid using the institute's logo, branding, or name in a way that implies endorsement of personal opinions.
- Avoid spreading rumours, misinformation, or unverified content pertaining to policies of the Institute/Government.
- Social media activities should not conflict with the Institute's values, Mission and Reputation.

#### **4. Videos and Reels**

- Refrain from creating 'Reels' for entertainment purposes on social media on the institute's premises.
- Any recorded video or audio intended as evidence must be submitted exclusively to the designated authorities and must not be disseminated on any Social or Print media platforms.



- The individual documenting evidence via video or audio is obligated to uphold privacy and refrain from disseminating such recordings on social media until the investigation by the authorities or police is over.
- Avoid being featured in social media videos or photographs while wearing the institute's uniform or scrub suits outside of the institution.

### **Guidelines for students: -**

- Do not use social media during academic activities such as lectures, clinical postings, or exams unless specifically permitted.
- Refrain from sharing or discussing exam questions, assignments, or academic material that may contravene academic integrity regulations.
- Do not imply that your personal views represent those of the institution.
- Resolve conflicts with faculty or peers through appropriate institutional channels rather than on social media.

### **Guidelines for Employees: -**

- Faculty members should not establish social media connections with students that could undermine 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.
- When sharing institutional news or content, ensure that it is accurate and aligns with the institute's communication policies.
- Obtain necessary permissions before sharing content related to institutional events or individuals.
- Address any complaints or feedback about the institution through official channels rather than on social media.

### **In case of any untoward events: -**

- Report any social media content that you believe could harm the institute's reputation or violate its policies, to the appropriate authority.
- 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) = Showcause / Warning.
- 3) Level - III (Minor) = Warning/ Immediate transfer or change of Department.
- 4) Level - IV (Moderate) = Warning.

  
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Approved

  
24/10/24

डॉ. विनय चित्तुरी / Dr. VINAY CHITTURI  
सहायक आचार्य / ASSISTANT PROFESSOR  
शरीर क्रिया विज्ञान विभाग / DEPARTMENT OF PHYSIOLOGY  
अखिल भारतीय आयुर्विज्ञान संस्थान, राजकोट  
ALL INDIA INSTITUTE OF MEDICAL SCIENCES, RAJKOT