

COMMUNICATION POLICY

(Policy # ITKM04 Communication Policy V1.1)



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RELEASE CONTROL

Version No	Details
V 0.2	Pre-release, the purpose of pre-release is to inform all stake holders about the issuance of this policy and also to give advance intimation to the assured departments to get prepared.
V 1.0	First release
V 1.1	Update policy document

POLICY OWNER

Department	Represented by
Registrar	Dr. S. Ponnusamy

POLICY RATIFIED BY:

IT Policy and Process Reengineering Committee members.

POLICY ASSURED BY:

Department	presented by	Applicable to
Directors / Deans / HODs	Individual Role Holders	Respective users using computing assets.

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1. OBJECTIVE

SRM Institute of Science and Technology (SRMIST) considers the means of communication through Email, Website and Social Media for sending official information with respect to academic and administrative purposes only. The intention of this policy is to ensure that the services always remain plausible, consistent as well as appropriate. SRMIST has a legal and ethical responsibility to prevent unauthorised or immoral content from being exchanged through communication platforms.

2. SCOPE

This policy is applicable to all employees, including Visiting faculty, students, alumni and consultants hired by SRMIST through the mode of communication they perform in terms of written documents, website, Social media platforms, email, softcopies used for mail attachments, and the information that is shared in relation to the purpose either academic / research/ business for which they communicate to the internal and external community including any statutory bodies.

2.1. YOUR RIGHTS AND RESPONSIBILITIES

- a) Individual users have the responsibility to ensure that:
 - i) Any communication made through SRMIST's official Email / Website Publications / Social Media Posts pertaining to SRMIST's academic / co-academic / administrative activities should not contain inappropriate content that affects the brand identity of the Institution.
 - ii) They comply with the conditions of use with respect to the communication policy
- b) Each user must take responsibility for the mode of communication they choose in accordance with the terms mentioned in the policy.
- c) Respective Directorate is the authority with respect to monitoring communications.

3. POLICY DETAILS

- Staff should exercise caution when using the SRMIST letterhead. If writing in the capacity of an individual rather than on behalf of the SRMIST, institution's letterhead must not be used.
- All staff must display appropriate email etiquette and best practice when writing emails. This is important to prevent privacy breaches or reputational issues for the organisation.
- External Communications are managed through the Registrar's office, and they should be contacted when there is a need to release such communications.
- Any communication with statutory bodies should be made only after approval from the Registrar's office
- For expressing grievances, members should choose redressal handling procedures formulated by SRMIST for Appropriate Action instead of any inappropriate means of communication.
- Any request for access to electronic information at SRMIST in support of legal actions must be immediately forwarded to the Registrar's office. They will guide you on further actions and steps to be taken.

3.1. EMAIL

- Any communication done with respect to SRMIST's scholastic/co-scholastic/administrative activities should be carried over through SRMIST's official Email Id's only.
- No user should use the official email id assigned to him/her at SRMIST for any purpose that is not part of SRMIST's scholastic/co-scholastic/administrative purpose. The user is responsible for such a violation.
- Members should not do any mass email communication in the SRMIST network for sharing any personal, commercial, or Solicitations for contributions or charities not related to or sponsored by SRMIST.
- Reply all should be reserved for special cases only. It should only be used if you need to send the same message to every recipient in the group.
- Members should always look at the recipient list to ensure that only the people who need to be copied on a message receive your reply. Even in the case of

"Reply All," remove unnecessary recipients when you need to answer a subset of the original recipients.

- Each Sender of the mass mailing should be cautious. If he/she doesn't want members of the personal distribution list to use Reply to all, then use the personal DL emailing in BCC Option. (Blind Carbon Copy).
- Senior Leadership/Directors/Deans/Head of the departments are entitled to send the mass mailing to all members of SRMIST community using mass mailing software. Only authorized employee of SRMIST can send the bulk mail communication to existing students, parents, and employees using mass mailing software. All such request needs to be approved by the respective supervisors online.

3.2. WEBSITE

- Information and Communications made through SRMIST's official websites and microsites should support the vision, mission, goals, and traditional academic values of SRMIST.
- Content communicated via the website should emphasise the value and positive impacts of its member institutions – the colleges, universities and extension networks that serve SRMIST's staff/students/prospective clients.
- Content used for the communicative purpose is reviewed for breach and inappropriate messages before publishing on the website.
- Content must carry a unified and consistent image of SRMIST and adhere to guidelines approved by SRMIST Management.
- Faculties/Departments/Schools/Colleges are responsible for the content used to communicate to students/prospective visitors over the SRMIST website.

3.3. SOCIAL MEDIA

- The social media account administrators are responsible for the day-to-day post of information on SRMIST's official social media pages.
- Any content posted on social media platforms should be ensured to meet the brand guidelines of SRMIST.

- Photographs/Videos/Infographics used for the purpose of communicating through social media should display a positive image of SRMIST's brand/employees/students/statutory bodies.
- Any links posted should adhere to the purpose of appropriate communication only.

3.4. ADHERENCE WITH CENTRAL, STATE, LOCAL, CYBER AND APPLICABLE INTERNATIONAL LAWS

As a member of the SRMIST community, you are expected to uphold local ordinances and central, state, cyber and applicable international laws. SRM IST's guidelines related to the use of technologies derived from this concern, including laws regarding license, copyright and the protection of intellectual property. As a user of SRMIST you must:

- Abide by all Central, State, Local, Cyber and applicable International Laws.
- Abide by all applicable copyright laws and data protection and privacy.

3.5. ENFORCEMENT AND COMPLAINT

- Any member believed to have used official sources of communication for inappropriate purposes with the breach of content and which is also found to disrupt SRMIST's brand identity will strictly be taken action as per the law.
- Faculties & Directorates will identify such a breach of communication and should take strict action to remove such information from the source identified.
- Non-compliance with the policy can bring about significant risk and liability for SRMIST, which puts the institution at significant risk of legal action and substantial penalty. Hence, violation of this policy may result in disciplinary action, including termination of staff, depending upon the violation(s) of copyrights.
- Registrar SRMIST reserves the right to direct ITKM to inspect a faculty or staff member's computer system for related audit logs of email, social media platforms, websites etc, related to violations of this policy.
- Any illicit copies of documentation used for communication will be removed by the such audit team and reported to the Registrar SRM IST, who may initiate disciplinary proceedings.

