



Print & Media Policy Statement

KPR Institute of Engineering and Technology (KPRIET) strives to uplift the image and branding of the Institute through print and media

KPRIET is committed to fair, transparent and ethical practices in its communications / advertisements / publications through print media, audio and visual media, internet web pages and social media

KPRIET undertakes to strategic marketing of its programmes and courses to the public digitally through partnerships with leading print and media organizations.

KPRIET shall,

- organize awareness programs for its stakeholders on its print and media policy
- establish framework and guidelines to be followed by its employees in their print and media activities
- ensure ethics in all its activities through print and media
- undertake to regularly update information in the Institute's website and all relevant media
- commit to prevent spreading of any misinformation by aggrieved employees/students/anti-social elements.

KPRIET requires all its employees, students and stakeholders to always adhere to this policy.



Dr. M. Ramasamy

Principal

KPR Institute of Engineering and Technology



Policy Name:	Print & Media Policy			Policy No.:	P5		
With effect from:	26.08.2023	Last revised on:	-	Revision No.:	-		
Responsible Person	Head, Office of Print and Media and Head/ AWESOME		Contact Info.	Email-ID: head.opm@kpriet.ac.in head.awesome@kpriet.ac.in Phone Number: 0422 – 2635600 Ext.: 650/647			
Applies to:							
Faculty	✓	Students	✓	Alumni	✓	Parents	✓
Staff	✓	Visitors	✓	Vendors	✓	Employee	✓

Version History				
Version No.	Approved By	Revision Date	Description Of Change	Author

Print and Media Policy Implementation Guidelines

1. Importance

- KPRIET expects its employees, students, alumni and other stakeholders to be the brand ambassadors of the Institution.
- KPRIET intends to appropriate and selective use of print and media by all its stakeholders.

2. Implementation

Poster/Flyer Designing

Posters/flyers or promotional materials should be designed as per the brand guidelines handbook of the Institute and follow the process as given in APPENDIX I.

The office of Print & Media (OPM) designs posters for the institute level events, clubs and common celebrations. This process of design is carried out by uploading the content approved by the Head of the department/ office/club or Head of the Institution. Slots are allotted by OPM to the coordinators and designing is done. The coordinators of the event have to ensure the contents are error free and necessary information are available on the poster or flier before circulation.

Departments can prepare their designs with the template shared by the OPM and follow the brand guidelines handbook scrupulously.

The design prepared has to be approved by the Head of the department/ office/club followed by approval of Head of the Institution before circulation or posting on social media.

Videography

OPM provides videography and photography facilities in the campus. The requisition for the same has to be done five days before the event through the combined admin portal.

Any event in the campus has to be photographed and video graphed and posted in social media with the approval by the Head of the department/office/club and Head of the Institution.

Newspaper/Radio/Television

The content for the Newspaper/Radio/Television prepared by the coordinator, duly approved by the Head of the department/office/club and Head of the Institution, should be submitted to the Media coordinator at least three days before the event.

In case of designing advertisements or preparation of audio/videos, the coordinator can make a requisition to OPM through the combined admin portal and the prepared content has to be approved by the Head of the department/office/club and Head of the Institution, should be submitted to the Media coordinator.

The financials for publishing the contents in Newspaper/Radio/Television is liaised by the media coordinator. Media coordinator will submit the requirements of the department/office/club to the purchase department.

Purchase department will get the optimum quotes for the specified requirements and will be shared to the department and media coordinator. The Head of the department/office/club along with the Head of the Institution would seek prior approvals for the financials from the Management. On approval of the financials and content for publishing, the media coordinator publishes the content on Newspaper/Radio/Television.

Magazine and Newsletter

The contents for the Magazine and Newsletter are consolidated and proof checked by the editorial board and Magazine & Newsletter Committee.

The process of designing and printing is carried out by the OPM after receiving the final design duly approved by editorial board, Magazine & Newsletter Committee and Head of the Institution.

The heads of the editorial board and Magazine & Newsletter Committee have to ensure that the final design is error free and the contents are without any legal or social issues. The Head of OPM has to ensure the design and printing quality without any deviation.

Website

AWESOME team develops the webpage for the departments / clubs / committees and other institute level flagship events like conferences. The content for the website has to be prepared by the coordinator, duly approved by the Head of the department/office/club and Head of the Institution, should be submitted to AWESOME.

Website will be updated on daily basis by the development team and web hosting and maintenance will be done by AWESOME team.

Web Applications

AWESOME team develops the web applications as per the digitization policy for the departments / clubs / committee and other institute level activities. The content for the web applications has to be prepared by the process owner, duly approved by the Head of the department/office/club and Head of the Institution, should be submitted to the AWESOME.

Support for online event hosting through Zoom will be provided by AWESOME. Zoom account will be maintained and renewed by the team.

Social Media Promotions

Approved and finalized design / video as per the brand guidelines released by the OPM / department / clubs / committees will be published in the official social media pages / channels for the promotional activities by AWESOME team.

Special promotions for any of the events / programs organized by the department / clubs / committee shall be done through AWESOME in official institute pages / channels with proper approval from the Head of the department/office/club and Head of the Institution.

Live streaming of the events on YouTube or Facebook will be done based on the requisition.

Telegram

Channels and Groups in the telegram will be created and maintained. Any new common groups / channels will be created after approval by the Head of the department/office/club and Head of the Institution.

i. Events branding process

S. No.	Responsibility	Responsible Person
1	Preparation of the poster for an event as per the brand guidelines	Dept. design in-charge / Head (OPM) (for institute level events)
2	Approval of the content	Head (OPM) / HoD / Head of the Institution (for institute level events)
3	Circulating the poster at least 5 days prior to the event	Event Coordinators and AWESOME Coordinators
4	Pre-event promotion	Head (OPM) & Head - AWESOME

5	Event coverage (Photographs and videos)	Event Coordinators & Head (OPM)
6	Submitting the approved testimony of the chief guest to AWESOME (on the day of the event)	Event Coordinators & Head (OPM)
7	Submission of abstract of the event, one page write-up and high-quality photographs/videos to AWESOME (on the day of the event)	Event Coordinators (same to be ensured by AWESOME Coordinators)
8	Post event branding	Head - AWESOME

Where to brand the event?

S. No.	Platform / Location to publish	Responsible Person
Pre-event promotions		
1	Telegram	Head (OPM) & AWESOME Coordinators
2	Website - Upcoming events column	Head (OPM) & Event Coordinators
3	Institute social media pages	Head (OPM) & Head - AWESOME
4	Department social media pages	Dept. social media pages in-charge
Post-event branding		
5	Website - KPRIET News column	Event Coordinators
6	Institute social media pages	Head (OPM) & Head - AWESOME
7	Website – Department event reports column	AWESOME Coordinators
8	YouTube channel (Approved event videos and testimonies)	Head (OPM) & Head - AWESOME

ii. Social Media related

Step 1:

Create an event page on Facebook with required information. Any information related to the event shall be posted only inside the event page and not in the main page.

Step 2:

Event coordinators invite their friends to increase attendees inside the event page.

Step 3:

Regularly share speaker announcements, teasers, event highlights, FAQs and other relevant information inside the event page (at least 2 posts a day).

Step 4:

On the event day, share the pictures and videos using #HappeningNow hashtag. Once the event is over, post a thank you message to the audience/guest and other stakeholders.

Step 5:

Edit the event properly and remove all lags and update that on YouTube with proper thumbnail, hashtags, descriptions, turn on comments and share the video link on the event page.

Step 6:

This event link can be shared on a document and updated on KPRIET website (Department Page). The overall idea is that when we look at this

event page even after a year it will look like a timeline and it can be used for any documentation.

Do's

- Post at least 6 days ahead.
- Keep the event info on Facebook / Instagram as a story
- Keep inviting people and make them engage on the event page
- Create an event on google my business along with relevant information
- Encourage guests / speakers to share the event page on their timeline
- Always use URL shortner and make friendly URLs (use free websites like bit.ly).

Don'ts

- Don't post any invites on the college Facebook / Instagram page unless its a general event (e.g., Graduation Day, VIP guest, Open day etc.,)
- Don't post event poster on Instagram directly (Only story allowed)
- Don't use QR code on social media and WhatsApp invite unless it's 1 inch x 1 inch in size.

Ideas for promoting events online

- Create Facebook frames
- Organize a hashtag contest
- Organize a Q&A on Facebook and Instagram about the events

- Get a short intro video from speakers and publish it on the event page
- Showcase a testimonial video from your previous event.

Designs to be made

- Facebook event cover (with Event Name, Date and Tagline) individual speaker posters
- Booking posters as per KPRIET-brand guidelines handbook
- Announcement Posters and Teaser Posters as per KPRIET-brand guidelines handbook
- I'm speaking at poster for speakers, Thank you poster as per KPRIET-brand guidelines handbook
- YouTube thumbnail
- Poster sizes shall be 1:1 in general and 16:9 (1920/1080) for the event cover page.

3. Employee's / students social media related

This policy outlines how employees should utilize social media, which includes blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that allow users to exchange information with others in real time.

Do's

- Join the official social pages of KPRIET. You can find the links here www.kpriet.ac.in/social
- Update your workplace as KPR Institute of Engineering and Technology on

Facebook with your appropriate designation

- Have a real profile picture of yours in all social media accounts that you use
- Update a professional profile picture in LinkedIn and add KPR Institute of Engineering and Technology as your workplace with an appropriate description
- If you wish to take part in community discussions and help people and share your professional knowledge, have a Quora profile and add KPR Institute of Engineering and Technology as your workplace
- Employees are allowed to have a personal blog. Employees can identify KPRIET as their employer.
- Employees can share web pages linked from www.kpriet.ac.in or any official social media pages in posts as references.
- Employees should only blog about their area of expertise if representing KPRIET.
- While keeping institute's posters/news designed as per the branding guidelines as your WhatsApp status, please don't keep any other irrelevant status along with the institute's image.
- While sharing our institute's posts on Facebook, make sure you add #TeamKPRIET or #KPRIET hashtag in all your shares and posts about KPRIET.
- We encourage you to like, comment on your views and share the social media posts often.
- Use #KPRIET or #TeamKPRIET while posting something on any social platforms about KPRIET.

- When you update a picture on the KPRIET google page, don't forget to add a relevant description.
- Before answering any questions on Quora make sure the information you provide is correct to the best of your knowledge and ability.
- You are free to answer any comments on the KPRIET official Facebook/Instagram page. Make sure the information you provide is correct and relevant.

Don'ts

- Employees are not allowed to create any blog or social media page on behalf of KPRIET or any of its verticals or any subunit unless approved in writing by the communications department.
- Do not criticize KPRIET's competitors either in your personal or competitors' official blogs.
- KPRIET employees should not use KPRIET as their First Name/ Last Name in their personal profile.
- Employees should not show any discrimination towards any particular caste, religion, community or people in social media in any form. Completely avoid any such posts and comments. This is against our social media employee policy.
- Do not justify/comment on rumors or hearsay. Your points can validate and increase the grapevine around the institution.
- Do not join unofficial groups or social media accounts containing the KPRIET name as a misnomer.
- You must not indulge in "follower buying" for your social media profiles.

- Never send any personal emails from an official email ID.
- Never share any controversial information on social media without checking its authenticity.

4. Student's social media related

Information Protection

Social media encourages you to share information and connect with people. When you use social media, you should try and build relationships, but you should also be aware that through your relationship with KPRIET, you have access to confidential information that shouldn't be made public. So, you shouldn't share institution's confidential information or any of our students or fellow workers personally identifiable information. If you mistakenly post confidential information on a social media platform, it will be hard to take down that information completely.

Do's

- Be transparent and always disclose that you work for KPRIET by using #KPRIET hashtag in any post that discusses about institute
- Follow the Law and the Code of Conduct
- Be responsible while communicating the social media platform and reply or post only in the right / positive way
- If something being shared related to KPRIET on a social media platform that shouldn't be happening, immediately inform the team at head.awesome@kpriet.ac.in.

Don'ts

- Don't speak on behalf of KPRIET if you aren't giving an official KPRIET response and be sure your audience knows the difference.
- Avoid posting content that might contain legal conclusions, intellectual property that belongs to other companies and defamatory language.

5. The 5 rules to e-mail etiquette

Keep it short

Easy to read, short and clear, shrink sentences and list items. Save everyone's time by linking to the resources instead of leaving everyone to find them individually.

Reply to all

Reply to all only when it is necessary. The most common mistake amongst teams is lack of communication. Check that everyone relevant is included. Carbon copy those who don't need to take action.

Descriptive subject

The Subject of an email describes its content and attachments in a short sentence.

Searchable emails

How will you be able to find this email after a month? Think about which keywords you would search and include them.

Keep it organized

If there is already a related email, reply to it. If it has a different subject create a new one.

6. Guidelines from Statutory and Non-Statutory Bodies

- Print Media Advertisement Policy of the Government of India – 2020
- Framework & Guidelines for Use of social media for Government Organizations by Department of Electronics and Information Technology, Ministry of Communications & Information Technology, Government of India (Annexure 6)

7. References

- KPRIET-brand guidelines handbook
- Graphic design process flowchart
- Print Media Advertisement Policy of the Government of India – 2020
- Framework & Guidelines for Use of social media for Government Organizations by Department of Electronics and Information Technology, Ministry of Communications & Information Technology, Government of India.

APPENDIX I

Graphic Design Process

