



State Council of Educational Research and Training
(An Autonomous Organization of Education Department, Govt. of NCT of Delhi)
Varun Marg, Defence Colony, New Delhi 110024

F. 15/WIM/SCERT/2023-24/247-53

Date: 12.04.2023

ORDER

Subject: Content for SocialMedia, Handles of SCERT

In today's world, social media has become a powerful tool for communication, and it has become important for everyone to use it effectively and responsibly.

SCERT has its own official social media handle through which SCERT broadcasts and publishes its best practices. SCERT has launched all its social media channels very recently and got a very good response in terms of its followers and subscribers.

For the proper information dissemination regarding the different programs of SCERT in social media, it is advised that the Head of the Department/Nodal Officer of a particular program will be responsible for providing content (such as text, images, videos, infographics, polls, quizzes, live streams, and more.) while providing the pictures/video, NoC of the concern should be there, it is not required to submit the NoC to WIM but departments are advised to keep NoC with them for further references. The sole responsibility of the content should lie with the content creator/departments, who have sent the content for uploading on social media handles. The suggestive guidelines to create the content are given in Annexure 1.

Content creators are requested to share the content to be uploaded/shared/ posted on social media through the proper channel before 2 pm at scertportal@gmail.com so the same may be uploaded at the earliest.

As social media content is very sensitive for any organization and demands 24*7 interactions. It poses serious security and privacy concerns to organizations. Some responsiveness criteria may be defined and a dedicated team may be put in place to monitor and respond so, there is a committee to review the content to be uploaded on various social media handles of SCERT. After collecting the data there should be a review team with overall surveillance that what should be broadcast on social media.

A content committee consisting of designated personnel from various departments will oversee all social media content before it is posted.

The following members are in the Content Review Committee:

SR. NO.	NAME	Designation
1	Dr. Nahar Singh	Joint Director (Academics)
2	Dr. Sapna Yadav	Sr. Lecturer
3	Dr. Ritika Dabas	Sr. Lecturer
4	Dr. Sanjay Kumar	Asst. Professor

(Dr. Nahar Singh)
Joint Director (Academics)

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Copy To:-

1. PS to Director, SCERT
2. PA to Joint Director(Acad.), SCERT
3. HOO, SCERT
4. DCA, SCERT
5. Nodal Officer of all programs
6. Official Concerned
7. All Branch in Charge, SCERT
8. Guard File



Dr. Nahar Singh
Joint Director (Academics)

Annexure 1

- Responsibilities of a content creator/provider

The content creator should adhere to ethical standards, including maintaining the privacy and confidentiality of customers and clients, avoiding offensive or discriminatory language or content, and complying with all relevant laws and regulations.

- Prescribed word limits for the content

The following word limit should be considered while sending the content for posting on social media:

S.No.	Social Media Handles	Content Limitation
1.	Facebook	5-8 sentences (63,206 characters)
2.	Instagram	5 sentences (2,200 characters)
3.	Twitter	280 characters
4.	LinkedIn	100 characters
5.	YouTube	5-8 sentences (5000 characters)

- Point to be taken care of while creating the content for the social media handle

When creating content for social media handle, a content creator should ensure the following points:

- **Relevance:** The content should be relevant to the organization's brand and target audience. It should align with the organization's values, mission, and goals.
- **Accuracy:** The content should be factually accurate and free from errors. Before posting, the content creator should verify the sources of information and check for any potential errors.
- **Quality:** The content should be of high quality, including visuals, videos, and text. It should be engaging and visually appealing.
- **Legality:** The content should comply with all relevant laws and regulations, including copyright, trademark, and privacy laws.
- **Sensitivity:** The content should be sensitive to different cultures, genders, races, religions, and political views. The content creator should avoid posting content that may offend or hurt a specific group of people.
- **Timeliness:** The content should be posted at the appropriate time to maximize engagement and reach. The content creator should monitor social media metrics to identify the best time to post content.
- **Consistency:** The content should be posted consistently across all social media platforms. The content creator should develop a content calendar to plan and schedule content in advance.
- **Engagement:** The content should encourage audience engagement, including comments, likes, shares, and direct messages. The content creator should respond to comments and messages promptly and professionally.
- **Metrics:** The content creator should monitor social media metrics to measure the success of the content and adjust strategies accordingly.