



Empire Education Society's

## Indira Institute of Aircraft Engineering, Pune.

Affiliated to Savitribai Phule Pune University (Formerly University of Pune)

Sr. No.37, Manjari Farm, Near Agriculture College, Pune Solapur Road, Pune-412307

Email: [info@iiaepune.org](mailto:info@iiaepune.org) Contact No: +91-7057831858

---

### Social Media Guidelines 2025–26

#### For Students, Faculty, and Staff

##### **Objective:**

Social media is a powerful tool for sharing information, engaging with the public, and building a community around the values and achievements of IIAE, Pune. These guidelines aim to offer a clear direction for responsible usage of digital platforms while protecting the integrity and image of the institution.

##### **Who These Guidelines Are For:**

These rules apply to everyone connected with the institute—including students, faculty, administrative staff, and collaborators—who use social media in a personal or professional capacity that may reflect on the institution.

Whether you're posting on your personal account about a college event or managing an official IIAE page, these guidelines ensure that your online activities align with the institute's values and professional standards.

##### **Student Expectations:**

Before participating in any social media activity related to IIAE, students must review and understand these guidelines. Students must maintain respectful and professional conduct while representing the institute, directly or indirectly, on any digital platform. Online posts must never include offensive, misleading, or unauthorized content related to the institute. If unsure about a post or content, students are encouraged to consult with a faculty advisor or designated authority. Designated staff or faculty must ensure that all students are informed about these expectations and comply with them at all times.

##### **Why It Matters:**

Every post, comment, or share has the potential to impact the reputation of IIAE. These guidelines are not just about restriction—they are about responsibility. A united and professional digital presence helps build trust, attract new talent, and showcase the true spirit of our institute.



Empire Education Society's

## Indira Institute of Aircraft Engineering, Pune.

Affiliated to Savitribai Phule Pune University (Formerly University of Pune)

Sr. No.37, Manjari Farm, Near Agriculture College, Pune Solapur Road, Pune-412307

Email: [info@iiaepune.org](mailto:info@iiaepune.org) Contact No: +91-7057831858

### The Must-Follows Since 2008

#### 1. Use of Official Name on Social Media

All official social media pages of Indira Institute of Aircraft Engineering, Pune must use the full and correct name:

"Indira Institute of Aircraft Engineering, Pune." This naming right is strictly reserved for official institutional pages only. Any unofficial pages using the name must be immediately discontinued. Departmental pages may or may not use "IIAE, Pune" in their names—only with management approval.

#### 2. Page Elements and Identity Standards

Username / URL

All official usernames and URLs must include: "iiaepune"

- **Twitter:** [@iiae\\_pune](#)
- **Facebook:** [IIAE Pune](#)
- **Instagram:** [@iiaepune](#)
- **YouTube:** [IIAE Official Channel](#)

Profile Picture & Cover Photo

Profile Picture: Must feature the official IIAE logo and should be uniform across all platforms.

Cover / Background Image: Can feature clear, relevant imagery that helps in identifying the institution or department, but must remain professional and appropriate.

#### 3. Responsibilities of Students and Affiliated Individuals

Students and anyone associated with IIAE, Pune are seen as representatives of the institute in the online space. Therefore:

**Be Mindful:** Your posts and comments can directly or indirectly reflect on the college's reputation.  
**Be Respectful:** Maintain a respectful tone in all interactions, especially when referring to or engaging with peers, faculty, and staff.

**Think Before You Post:** Avoid sharing unverified, inappropriate, or controversial opinions that may harm the image of the institution.

#### Dos and Don'ts for Responsible Online Engagement

##### ✓ Dos

##### ✓ Review before and after posting

Always check for spelling, grammar, and formatting errors before publishing.

After publishing, review the post again to catch any missed mistakes. Quality reflects credibility.

##### ✓ Use high-quality images and videos

Ensure images are clear, well-lit, and properly aligned.

Videos should have good audio and visual clarity. Avoid using pixelated, tilted, or poorly edited content.

##### ✓ Respond actively to engagement

Monitor and respond to comments, messages, and queries in a timely and polite manner.

Ignoring followers can lead to miscommunication or a poor impression of the institution.

Remove irrelevant advertisements or spam from comment sections.

##### ✓ Maintain consistency across platforms

Branding, tone, and representation should remain uniform on all platforms.

Use official colors, logos, and naming conventions as per the IIAE Brand Manual.

##### ✓ Use clear titles and descriptions

Especially on platforms like YouTube, every post should include a catchy yet relevant title.

Descriptions must clearly explain the content, include necessary details, and remain professional.



Empire Education Society's

## Indira Institute of Aircraft Engineering, Pune.

Affiliated to Savitribai Phule Pune University (Formerly University of Pune)

Sr. No.37, Manjari Farm, Near Agriculture College, Pune Solapur Road, Pune-412307

Email: [info@iiaepune.org](mailto:info@iiaepune.org) Contact No: +91-7057831858

### ✗ Don'ts

#### ✗ Don't be negative or aggressive

Avoid posting rude, harsh, or offensive remarks—even in response to criticism.

Do not troll others or engage in online arguments. Courtesy and respect go a long way in building a positive digital presence.

#### ✗ Don't ignore the impact of your words

What you post online can be seen by a wide audience, including potential employers.

Inappropriate, harmful, or disrespectful posts reflect poorly on both you and the institute.

#### ✗ Don't violate copyright or privacy

Never post images, videos, or content without proper permission or credit.

Avoid sharing private or sensitive information related to others without consent.

#### ✗ Don't use unofficial branding

Never modify or misuse the college's logo or branding elements for personal posts without approval.

### 🔔 Always Check Notifications

Staying active on social media requires regularly checking notifications.

It helps track audience engagement, allowing for timely replies and follow-ups.

It also enables you to quickly identify and remove spam or irrelevant comments that may affect the post's credibility.

### 🌐 Prioritize the Right Platforms

Each social media platform serves a unique purpose. Use them strategically:

LinkedIn: Best for professional networking, industry connections, and showcasing academic achievements.

Facebook & Instagram: Ideal for engaging with students, alumni, and promoting college events, culture, and announcements.

### #Use Hashtags Wisely

Hashtags are important tools to increase the visibility of your content.

Use 4–6 relevant hashtags per post for optimum impact.

Avoid using too many or too few hashtags as it may appear unprofessional or reduce reach.

Always research trending and audience-specific hashtags before use.

### 📣 Use the Mention Feature

Instead of only tagging, use the @mention feature when referring to individuals, companies, or organizations.

It enhances post visibility and maintains a clean, elegant appearance.

This approach ensures that your content reaches the right audience more effectively.

### 📞 Need Help? Contact the Social Media Coordinators

For any queries, clarification, or content approval related to social media usage, students and faculty are encouraged to reach out to their respective Media Coordinators as listed below:

Name of the Coordinator	Designation	Email Id
Mr. Surendra Giri	CEO/Secretary/Accountable Manager	<a href="mailto:director@iiaepune.org">director@iiaepune.org</a>
Mr. Atul Kumar	Training Manager	<a href="mailto:Trainingmanager@iiaepune.org">Trainingmanager@iiaepune.org</a>
Mr. R.G. Wawhal	Training Coordinator	<a href="mailto:info@iiaepune.org">info@iiaepune.org</a>
Mr. Rahul Adsul	Event Coordinator	<a href="mailto:Indiraiaepune@gmail.com">Indiraiaepune@gmail.com</a>