


F. No. 3-3/2019 - MD
Department of Posts
Marketing Division,
Dak Bhawan, Sansad Marg
New Delhi-110001

Dated: 06.03.2020

To,
All Heads of Circles

Sub: Guidelines for use of Social Media for promotion of products and services of the Department.

Kindly find enclosed guidelines for use of Social Media for promotion of products and services of the Department for kind information and necessary action please.


(Puneet Bijaraniya)
Assistant Director General (FS II)

Copy for information to:-

1. PPS to Secretary (Posts)/ DG (Posts)
2. PPS to Member (Banking & RB)/ (Plg.)/ (Tech.)/ (P)/ (O)/ (PLI).
3. Sr. DDG (PAF), Department of Posts, Dak Bhawan, New Delhi.
4. Addl. DG (Postal Service)/JS&FA/Secretary (PSB)/ CGM (BD)/ CGM (PLI)/ CGM (PD)/ All DDsG
5. Director, Rafi Ahmed Kidwai National Postal Academy, Ghaziabad.
6. All Directors/ Dy. Directors of Accounts (Postal)
7. Principal Director of Audit (Postal), Delhi – 110054.
8. Addl. Director General, Army Postal Service Coprs, Sena Dak Bhawan, Rao Tula Ram Marg, Delhi Cantt – 110010.
9. Chief Engineer (Hq), Dak Bhawan, New Delhi.
10. All Postal Training Centres.
11. Director, CEPT, Mysore for uploading on the India Post Website.
12. File No. 3-3/2019 – Social Media

Centre for Excellence in Postal
Technology, Mysore-570 010

13 MAR 2020


ASP (A) A.D.

Posted

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Dak Bhawan, Sansad Marg
New Delhi-110001

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Sub: Guidelines for use of Social Media for promotion of products and services of the Department.

Ref: BD&MD Lt. No. 18-07/2017-BD&MD dated 21.03.2017

This is regarding promotion of products and services of the Department through Social Media platforms. Earlier, instructions were issued to Circles vide the above subject and reference, regarding Department of Posts Social Media handles.

The handles are quite popular and as on date there are over 2.10 lakh 'Likes' on our Facebook Page and over 1.62 lakh 'Followers' on Twitter.

2. It is observed that Department of Post has not been able to properly leverage the power of Social Media platform for its public outreach programme. Given its characteristics of immediate outreach and 24*7 engagements, Social Media offers a unique opportunity to the Department of Posts to engage with public and other stakeholders and create awareness about its products & services and major contributions made by the Department in delivering postal, financial and citizen centric services to the public. The Ministry of Electronic and Information Technology has issued "Frame work & Guidelines for use of Social Media for Government Organisations" which is available on net. The Circles may kindly follow the guidelines for use of social media. Some of key caveats that the guidelines highlight and must be kept in mind include:

- a. All accounts must be created and operated in official capacity only.
- b. As social media demands 24*7 interactions, some responsiveness criteria may be defined and a dedicated team may be put in place to monitor and respond.
- c. There should be congruence between responses on social media and traditional media.
- d. Relevant provisions of IT Act 2000 and RTI Act must be adhered to. Detailed description and explanations are given in the Guidelines section of the document.

3. Heads of Circles may open Twitter and Facebook account if not yet done, since the Circles are doing a large number of activities which deserve to be shared with public for further improving the trust and goodwill of the Department and its employees.

4. In order to use Social Media extensively and get benefits, following actions are required to be taken by the Circles:

- a. Heads of Circle should immediately activate their Social Media accounts and start posting photos and messages of the significant activities done by them. Whenever, they post a message, they should tag it to Directorate/ all Circles and other important accounts

mandatorily. The account details of Directorate are Facebook: @PostOffice.IN and Twitter: @IndiaPostOffice.

- b. A suitable official may be identified as a nodal point by all Circles making him/ her responsible for posting messages on social media on daily basis. The email of nodal points shall be shared with Marketing Division for coordination at ddgmarketing@indiapost.gov.in and admarketingdivision@gmail.com.
- c. Share/ Re-tweet the posts/ comments of other Circles/ Directorate.
- d. Use of local language.
- e. Hold regular press conference at the level of CPMG to inform media about the activities of the Department.
- f. Important photographs of promotional activities along with description may be sent to Marketing Division at email id ddgmarketing@indiapost.gov.in and admarketingdivision@gmail.com.

The Circles are directed to comply with the instructions by **20.03.2020** and send compliance report to Marketing Division.

This issues with the approval of competent authority.


(Puneet Bijaraniya)

Assistant Director General (FS II)