Birla Institute of Technology & Science, Pilani
Pilani | Dubai | Goa | Hyderabad | Mumbai (**An Institution of Eminence**)

BITS Pilani – Institute-wide SOP

Social Media Governance, Content Intake & Publishing Framework

1. Objective

To establish a single, structured, and consistent system for managing official social media communication of BITS Pilani across:

- Pilani, Goa, Hyderabad, & Dubai
- All academic departments
- All divisions (Alumni, Admissions, Placements, PS, R&D, etc.)
- All centres of excellence and special initiatives

This SOP ensures:

• One institutional voice

• High-quality, timely, on-brand content

• No fragmentation or duplication

• Protected calendar-based storytelling

• Reduced ad-hoc noise

2. Why this is needed

- BITS Pilani today operates across multiple campuses, departments, divisions, and initiatives.
- Without a central system, stories get missed, brand voice fragments, and calendars collapse into firefighting.
- This SOP shifts communication from reactive posting to institutional storytelling.

3. What qualifies for official social media

A. Institutional Value

- Major research outcomes
- New centers, programs, collaborations
- Government, industry, or global recognition
- Strategic MoUs
- National or international rankings

B. Student & Faculty Excellence

- National or international awards
- Major competitions, fellowships, Olympiads
- High-impact projects, patents, and startups

C. Reputation & Public Interest

- Media-relevant stories
- Public policy relevance
- Social impact
- Innovation or technology leadership

D. Strategic Communication

- Admissions, scholarships, placements, rankings, PS
- Alumni engagement
- Brand campaigns
- Institute-wide events

E. Faculty Achievements

- Awards and Honours
- Fellowships
- Editorial board roles and other academic or professional leadership positions
- Faculty achievements that receive national or international recognition will be considered for amplification on official social media channels.

* When more than one faculty member is appointed to editorial boards or similar leadership roles within a given period, departments are requested to submit a consolidated update, which will be published as a single institutional post.

Research routing & amplification guidelines:

Patents, technology transfers, consultancy outcomes, research grants, and scholar-related achievements are primarily communicated through the Research & Innovation platforms.

All research-based stories must originate from the PMRU / Chief Librarian pipeline before submission to social media.

4. What will NOT be posted

The following will normally **not** be approved:

- Routine department seminars
- Internal meetings
- Guest lectures (unless exceptional)
- Routine activities
- Small workshops
- Local campus events without wider relevance

Reputational Risk Content

Any content that involves legal, medical, disciplinary, safety, or politically sensitive matters should be reviewed by the VC's Office prior to posting, to ensure institutional consistency and due diligence.

Official social media channels are curated institutional platforms meant for strategic storytelling. They are brand assets.

5. Single Content Intake System

All campuses and units are requested to route content through the central intake system to enable better planning, consistency, and visibility.

To ensure smooth coordination, submissions are encouraged through the official intake platform rather than informal channels such as DMs, WhatsApp messages, or ad-hoc emails. In genuinely urgent situations, exceptions may be approved by the Campus Director or the VC's Office and recorded for reference.

Each submission should include the following through the Official Content Intake Template:

BITS Pilani — Social Media Content Submission

- Unit / Department / Centre
- Campus
- Title of story
- Category (Research / Student / Alumni / Admissions / etc.)
- What happened? (150 words max)
- Why this matters to BITS' reputation
- Names of faculty / students involved
- Date of event or outcome
- Deadline (if any)
- Upload photos / videos
- HOD/UNIT HEAD approval

This structured approach helps the Marketing team process requests efficiently and represent departments accurately.

6. Turn-Around Time (TAT)

Content Type	TAT
Regular calendar content	As per schedule
Time-sensitive (event, result)	24–48 hours
High-impact institutional	48–72 hours
Emergency / breaking	Same day (only with approval)

7. Calendar-First System

The Marketing Office runs a **rolling 30-day calendar** covering:

- Research visibility
- Admissions & scholarships
- Alumni & placements
- Student excellence
- Campus life
- Strategic campaigns

This calendar is locked weekly.

Ad-hoc requests are accepted only if:

- They are **institutionally important** OR
- They are **time-critical**

Everything else waits.

8. Approval Structure

All content flows through:

Department/Centre/Division with approval from HoD, Unit head → Design team → Social Media Team , Marketing→ Final Publish

Marketing & Branding strategically evaluates:

- Posting relevance
- On which platform
- In what format
- At what priority

This protects:

- Brand voice
- Institutional positioning
- Strategic sequencing

9. Platform Differentiation

Not all content goes everywhere.

Platform	Purpose
LinkedIn	Research, alumni, placements, leadership
Instagram	Student life, campus, youth branding
X (Twitter)	News, announcements, public discourse
YouTube	Long-form, explainers, documentaries

The Marketing team decides platform fit.

10. What departments get in return

In exchange for discipline, departments get:

- Professional writing & visuals
- National and global reach
- Media-friendly framing
- Long-term visibility
- Inclusion in institute campaigns