



Ref. No.: U-07/SVSU/2026/ 6974

Date: 19.10.2026

SOP: RESPONSIBLE SOCIAL MEDIA CONDUCT

These guidelines apply to posts, stories, reels, live streams, comments and forwards
relate to the Subharti Group

All students, staff of Subharti are expected to maintain dignity, discipline and respect for university and Subharti while sharing content related to any unit of Subharti Group.

- 1. Purpose of Posting:** Keep content meaningful and focused on national unity, nation-building, responsible citizenship and the University's constructive contribution to society.
- 2. Respectful Language and Presentation:** Use decent language, appropriate captions, music and visuals. Do not share abusive, offensive, provocative or discriminatory content, or material that disrespects any individual, community, religion or nationality.
- 3. Accuracy and Context:** Verify information before posting: Do not circulate rumours, unverified claims, misleading captions or edited clips that distort the event's message. Share official University updates wherever possible.
- 4. University Representation:** Present the event and the University responsibly and accurately: Personal posts must not appear to be official University statements. Use only event titles, creatives and hashtags communicated by the organisers when presenting official event information.
- 5. Photography, Reels and Live Coverage:** Follow the organisers' instructions regarding photography and recording. Live streaming must follow the arrangements permitted by the organisers.
- 6. Privacy and Consent:** Respect the privacy and dignity of fellow students, staff and visitors. Obtain consent for close-up interviews or individual-focused recordings. Do not post anyone's personal details or embarrassing or sensitive footage. Respect personal space and privacy of patients, colleagues and other individuals
- 7. Responsible Engagement:** Avoid arguments, trolling and provocative exchanges in comment sections. Report objectionable or misleading event-related content to the designated faculty coordinator instead of forwarding or amplifying it.
- 8. Corrections and Concerns:** If you inadvertently post inaccurate or inappropriate content, promptly correct or remove it and inform your faculty coordinator where necessary. Genuine concerns should be raised respectfully through the appropriate University channels.
- 9. Prior Approval for Sensitive Content:** Any content related to institutional policies, disciplinary matters, legal issues, accidents, disputes, patient-related matters, financial information, or management decisions must not be posted without prior approval from the competent authority.
- 10. Protection of Institutional Reputation:** Users must ensure that their posts do not harm, defame, misrepresent, or bring disrepute to any institution, department, faculty member, student, patient, employee, or the Subharti Group as a whole.

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Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut 250005, (U.P.) India

11. **Confidentiality of Information:** Do not disclose confidential, restricted, internal, academic, administrative, examination-related, research-related, financial, or strategic information on any social media platform without authorization.
12. **Patient and Clinical Area Restrictions:** No photographs, videos, case discussions, medical records, prescriptions, reports, or patient-identifiable information shall be shared on social media under any circumstances unless specifically authorized for official educational or institutional purposes.
13. **Use of Official Logos, Branding and Identity:** The University's name, logo, emblem, letterhead, uniforms, official photographs, and institutional branding should only be used in accordance with approved brand guidelines and authorized communications.
14. **Intellectual Property and Copyright Compliance:** Do not upload copyrighted photographs, videos, music, presentations, research material, publications, or other content without obtaining necessary permissions and providing appropriate attribution wherever required.
15. **Professional Conduct of Employees and Students:** Staff and students should remember that their online conduct may reflect upon the institution. Content that is unethical, discriminatory, abusive, defamatory, or inconsistent with the values of the University should be avoided.
16. **No Political or Controversial Representation in the Name of the Institution:** No individual shall express political, religious, ideological, or personal opinions in a manner that may be interpreted as the official position of the University or any institution of the Subharti Group.
17. **Verification Before Sharing External Content:** Before sharing or forwarding any news, video, photograph, or post related to the University, users must verify its authenticity through official sources. Forwarding false or misleading content may attract disciplinary action.
18. **Crisis and Emergency Communication:** During emergencies, controversies, media-sensitive situations, or crisis events, only authorized spokespersons or designated officials may issue statements or updates on behalf of the institution.
19. **Cybersecurity Awareness:** Avoid sharing passwords, internal links, login credentials, confidential documents, meeting links, official email screenshots, or any information that may compromise institutional digital security.
20. **Social Media Grievance Escalation:** Any objectionable post, fake news, impersonation account, misuse of the University's identity, or defamatory content should immediately be reported to the designated authority for appropriate action.

"All students, staff members, faculty members, officers, contractual employees, research scholars, interns and associates of the Subharti Group are required to comply with this SOP. The University reserves the right to initiate disciplinary, administrative and/or legal action against any individual found violating these guidelines."

The above is issued with the approval of the competent authority.

Copy to:

1. The Hon'ble Vice Chancellor
2. The Chief Executive Officer / Executive Officer
3. All Deans, Principals, Directors, HODs and Unit Heads with request to disseminate this to all.
4. All Notice Boards / EMS / UMS



Registrar (O&O)



Registrar (O&O)