



CIRCULAR

Subject: Regarding utilization of Social Media & PR Department for Promotion and Coverage of University/Departmental Events.

All the Deans are hereby informed that the University has a dedicated Social Media & PR Department, comprising a Creative Head, Camera Personnel, Graphic Designers, Video Editors and other media professionals, for the effective promotion, publicity and coverage of University and departmental activities/events.

In order to ensure uniformity in branding, quality of creative content and effective promotion of university activities on various social media platforms, Deans are instructed to utilize the services of the Social Media & PR Department for the preparation of reels, videos, graphics and other promotional/creative content, as well as for the photographic and video graphic coverage of events.

Accordingly, the following timelines shall be followed:

For Promotion/Publicity of an Event:

The concerned Dean/Department shall inform the Creative Head, **Mr. Deepak Gupta, at least 7-10 days prior to the scheduled event**, providing all relevant details required for designing promotional material and creating adequate publicity/hype on the University's social media platforms.

For Event Coverage:

For photographic, video graphic and reel coverage of the event, the requirement shall be communicated to the **Creative Head at least 2-3 days prior to the event**, so that the necessary media personnel and equipment can be arranged.

For Printable:

For the preparation and printing of materials such as standees, banners, certificates, pamphlets, and other printable items, all Deans and concerned departments are instructed to inform **Ms. Manisha Singh, Senior Graphic Designer, at least 3-4 days prior to the requirement**, to ensure timely designing, preparation, and printing of the materials.

Emergency/Urgent Requirements:

In exceptional cases involving an emergency or urgent requirement, where the prescribed timeline cannot be followed, the concerned Dean may forward the requirement through the **Office of the Registrar** to the Social Media & PR Department for necessary action.

Therefore, Deans are requested to kindly ensure strict compliance with the above instructions and to extend necessary cooperation to the Social Media & PR Department for the effective promotion and professional coverage of University activities.

This issues with the approval of the Competent Authority.


(Dr. Sandeep Rai)
Registrar

Copy for information to:

1. PS to Hon'ble Chancellor/Pro Chancellor
2. PS to Hon'ble Vice Chancellor
3. PS to Executive Director
4. PS to Pro Vice Chancellor/CMS
5. Dean Students' Welfare
6. All Deans under TSMU
7. Admission Cell
8. HR Department(s)
9. Website/ERP
10. Notice Boards