



**To Heads of all Higher Educational Institutions
(through the AISHE Nodal officers)**

With a view to connecting all the higher educational institutions with each other, and with MHRD, so as to share their achievements using the social media platforms, it was decided to request all the HEIs to identify one of the faculty/non-faculty member as a '**Social Media Champion (SMC)**' of the institution.

The SMC is expected to communicate to all other HEIs and the MHRD, the good work done by the institution and their students from time to time. In this process, the SMC is expected to perform the following functions:

- a) Open (if not there) and operate the Twitter/Facebook/Instagram accounts of the institution.
- b) Connect them to the Twitter/Facebook/Instagram accounts of the other HEIs and that of the MHRD.
- c) Connect all the students' Twitter/Facebook/Instagram accounts with the HEI's Twitter/Facebook/Instagram accounts, as well as the MHRD's Twitter/Facebook/Instagram accounts.
- d) Publicise at least one positive story/event by their institution (by the institution/teachers/students) every week using the social media.
- e) Retweet the positive stories by other HEIs so that their students and stakeholders can learn from the success stories of other institutions.

In accordance with the above, all the AISHE nodal officers are requested to contact their Heads of Institutions immediately, and with their approval, intimate the following details about the SMC of their institution, before **31st July 2019** in the portal that is opened by the AISHE:

- a) Name of the SMC
- b) Designation
- c) Mobile number (with WhatsApp)
- d) Email address
- e) Twitter account

Yours sincerely,


(R. Subrahmanyam)