



Social media engagement guidelines for Institutions/participants/Mentor/Evaluators/ Nodal Centres

1. Institutions/Participants/Mentors/Evaluators/ Nodal Centres should be very much active on the social media platforms such as Twitter, LinkedIn, Instagram, YouTube, Facebook, etc. with their own account.
2. Daily posting on the social media should be ensured. (Minimum 5 Post Per Day on each platform)
3. The content should be related to the SIH event and role of the participant in the event. It must be ensured that nothing inappropriate gets posted on social media platforms.
4. All the participants/Mentors/Evaluators/Nodal Center must follow Ministry of Education's Innovation Cell (MIC) accounts.
 - a) MoE's Twitter Page Link <https://twitter.com/EduMinOfIndia>
 - b) AICTE Twitter Page Link https://twitter.com/AICTE_INDIA
 - c) MIC Twitter Page Link https://twitter.com/mhrd_innovation
 - d) SIH Twitter Page Link https://twitter.com/SIH2023_MIC
 - e) MoE's LinkedIn Profile Link <https://www.linkedin.com/company/ministry-of-education-government-of-india/mycompany/>
 - f) AICTE LinkedIn Profile Link <https://www.linkedin.com/company/aicteindia/>
 - g) MIC LinkedIn Profile Link <https://www.linkedin.com/company/moe-innovation-cell/>

Media Partner



Partner



Knowledge Partner



- h) SIH LinkedIn Profile Link <https://www.linkedin.com/company/smart-india-hackathon/>
- i) MoE's Instagram Page Link <https://www.instagram.com/eduminofindia/>
- j) AICTE Instagram Page Link <https://www.instagram.com/aicte.official/>
- k) MIC Instagram Page Link <https://www.instagram.com/mhrd.innovationcell/>
- l) SIH Instagram Page Link <https://www.instagram.com/smartindiahackathon2023/>

5. Tweet, retweet, post, repost and share the material posted on the above Official pages.
6. You can post about your participation in the event, your excitement, your projects, your preparation, team members, team meetings, your mentor, expectations, your travel journey, hospitality of the Host institute, about the evaluation and mentoring round ups and downs, hits & misses etc. (use pictures & videos).

Hashtags and tagging on Twitter and LinkedIn

Each of the tweet/posts shall contain the following hashtags (copy past in your tweet)

#SIH2023, #smartindiahackathon, #PM_ModiAtSIH,
#InnovationSeAtmanirbharBharat , #JaiAnusandhan

Tags

@PMOIndia @narendramodi_in @EduMinOfIndia @PIBHomeAffairs
@dpradhanbjp @abhayjere @AICTE_INDIA @mhrd_innovation

All the coordinators at the institutes are requested to ask the student bodies/clubs to create social media buzz via handles of their respective groups.

Media Partner



Partner



Hero



Knowledge Partner

