

SINHGAD TECHNICAL EDUCATION SOCIETY'S
SINHGAD INSTITUTE OF
TECHNOLOGY, LONAVALA
INSTITUTION'S INNOVATION COUNCIL (IIC)

**SOCIAL MEDIA & PR
CONSTITUTION
2026 – 2036**

**Master Manual for Digital Sovereignty,
Hype Engineering, and Portal Oversight**

*The Definitive Spoon-Feeding Guide for the Council's Psychological and
Digital Command: Engineering Perception, Dominating Markets, and
Safeguarding Institutional Respect.*

Custodians:

PR Head & Co-Head
IIC SIT Lonavala

Approving Authority:

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1 ARTICLE I: FOUNDATIONAL MISSION AND SCOPE

1.1 The "Brand Architect" Mandate

The Social Media & Public Relations (PR) Team is the psychological core and the digital face of the Institution's Innovation Council (IIC). Their mission is to establish IIC SIT Lonavala as the most prestigious, technologically advanced, and "cool" student body in the country. They do not just "post content"; they engineer **Public Perception**. They are responsible for the entire "Hype-to-Registration" pipeline and the maintenance of institutional respect across all online and offline channels.

1.2 The "FOMO" Principle (Fear Of Missing Out)

In the IIC, every activity is a "Grand Event." The PR team must use advanced marketing psychology to ensure the student body feels that missing an IIC event is a significant professional and social loss. Every post must drip with exclusivity and urgency.

2 ARTICLE II: DETAILED ROLES AND HIGH COMMAND

To manage two colleges and a 24/7 digital presence, the PR team follows a strict "Command & Control" hierarchy.

2.1 The PR Head (Chief Brand Officer)

- **Identity Guardian:** Owns the "Tone of Voice." Ensures all captions and responses sound authoritative yet inviting.
- **Market Analyst:** Analyzes engagement data and predicts "Viral Trends" that can be adapted for technical content.
- **Crisis Commander:** The only person (other than the President) authorized to issue statements during brand-threatening situations.

2.2 The PR Co-Head (Operations Lead)

- **Posting Pipeline:** Ensures that the "Editor-to-PR" and "D&C-to-PR" workflows are moving without friction.
- **Scheduling Mastery:** Manages the master posting calendar. If a post is scheduled for 18:00, it must be live by 17:59.
- **Squad Supervisor:** Directly manages the "Comment Squads" and "Story Curators."

2.3 The Portal Manager (Digital Custodian)

- **Web-Sync:** Works directly with the WebDev team to ensure the `**iicsit.in**` portal reflects real-time PR activities.
- **Team Section Lead:** Mandated to update the official "Team Page" within 72 hours of any organizational change.

3 ARTICLE III: ONLINE MARKETING & HYPE ENGINEERING

3.1 The "T-minus Protocol" (14-Day Cycle)

No major event is launched "out of the blue." PR must follow the T-minus framework:

1. **T-minus 14 Days (The Whisper):** Vague, high-production teasers. No details, just a "date" or a "feeling."
2. **T-minus 10 Days (The Reveal):** Full poster release. Registration link goes into the bio.
3. **T-minus 7 Days (The Tech-Flex):** Showcasing the "New Tech" involved (collaboration with R&D).
4. **T-minus 3 Days (The Urgency):** "Last 20 slots remaining" blast (even if slots are flexible).
5. **T-minus 24 Hours (The Storm):** Hourly story updates, countdown clocks, and countdown-to-innovation reels.

3.2 Platform-Specific Strategies

- **Instagram (The Hype Hub):** Focus on Cinematic Reels (Multimedia) and FOMO stories. Engagement via polls and "Ask Me Anything" (AMA) sessions.
- **LinkedIn (The Prestige Hub):** Long-form achievement posts. Tagging STES Directors, ISRO, and Industry partners. Highlighting the "Professional Value" of events.
- **WhatsApp Communities (The Direct Hit):** Short, "Shareable" flyers with direct CTAs (Call to Action).

4 ARTICLE IV: OFFLINE MARKETING & GROUND SUPREMACY

4.1 Physical Dominance

PR volunteers must ensure that the physical campus feels "Occupied" by IIC during event weeks.

- **The Hot-Spot Rule:** Flex banners must be placed in the Mess entrance, Hostel corridors, and the College Gate.

- **Flash Demos:** Coordinating with R&D to fly drones or move rovers in high-traffic areas at lunch break to drive QR-code scans on posters.
- **WOM (Word of Mouth):** PR members must be trained to pitch the event in 30 seconds to students in common areas.

5 ARTICLE V: HANDLE MANAGEMENT & DIGITAL ASSET ETHICS

5.1 The "Zero-Lag" Posting Rule

Delayed content is dead content.

- **Live-Updating:** During events, PR must post "Live Stories" every 60 minutes.
- **Interaction Audit:** DMs and comments must be acknowledged within 3 hours. We do not ignore our audience.

5.2 Digital Security Protocol

- **Password Isolation:** Only the Head and President hold account credentials. Credentials are changed every quarter.
- **2FA Mandate:** All accounts must be protected by Hardware or App-based Two-Factor Authentication.

6 ARTICLE VI: PORTAL OVERSIGHT (IICSIT.IN)

6.1 Total Responsibility of Information Accuracy

The PR Team is the "Editor-in-Chief" of the portal.

- **Event Marketing Section:** Every event must have a dedicated landing page on the portal. PR must verify that the content on the website matches the social media hype.
- **The Legacy Vault:** PR must ensure that high-resolution photos of past events are uploaded to the "Gallery" section within 1 week of event completion.
- **Team Section Integrity:** If a member is "Fired" or "Resigns," their profile must be moved to the "Alumni" or removed from the "Active Team" list within 48 hours to maintain transparency.

7 ARTICLE VII: CROSS-FUNCTIONAL CONTENT PRODUCTION

7.1 The "PR as Secondary Creator" Clause

To eliminate creative bottlenecks, every PR member is mandated to possess "Emergency Content Skills."

- **Workload Balancing:** If the Editor (Multimedia) or D&C Team is overloaded with 3D renders or high-end designs, PR members must step in to create "Daily Engagement" graphics (Canva/CapCut).
- **The Content Brief:** PR must provide a detailed "Demanding Content Brief" to the D&C team.
- **Example Scenario:** "PR needs a reel of the R&D Lab. D&C is busy with a national poster. PR members must take the raw footage, apply basic editing, and post it to maintain the hype cycle."

8 ARTICLE VIII: MARKET INTELLIGENCE & PREDICTION REPORTS

8.1 Daily Registration Tracking (DRT)

PR must know exactly how many people are in the funnel at all times.

- **The Pivot Protocol:** If registration growth flatlines for 48 hours, PR must "Pivot"—change the marketing angle, introduce a "Spot Prize," or release a celebrity/faculty endorsement video.

8.2 Post-Event "Market Response" Audit

Every major event requires a report containing:

Metric	PR Analysis & Future Prediction
Total Impressions	Did we reach 80% of the campus?
Conversion Rate	% of people who saw the post vs. those who registered.
Sentiment Analysis	Were the comments positive? What was the "Vibe" on the ground?

9 ARTICLE IX: TRAINING THE "NEXT-GEN" MARKETERS

9.1 Spoon-Feeding Technical PR Skills

The PR Head must conduct monthly sessions for other Team Heads and volunteers:

- **Copywriting Psychology:** Teaching the "Attention, Interest, Desire, Action" (AIDA) model.
- **SEO for IIC:** Teaching the WebDev team how to optimize event pages for Google search.
- **Brand Etiquette:** How to maintain a "Sinhgad Legacy" tone in formal emails and invitations.

10 ARTICLE X: REAL-WORLD FAILURE SCENARIOS

10.1 Scenario A: The "Ghost" Event

If registrations are below 20% of the target 5 days before the event:

- **PR Action:** Declare a "Scholarship Round" or "Early Bird Extension." Deploy "WOM Squads" to every classroom.

10.2 Scenario B: The Inaccurate Post

If a post is released with a spelling mistake or wrong date:

- **Rule:** Delete immediately. Post a "Correction Notice" in the stories with a sense of humor or absolute professionalism. Conduct an internal "Quality Audit" on the verifier.

11 ARTICLE XI: STEWARDSHIP AND MULTI-CAMPUS LEGACY

11.1 Dual-Campus Synchronization

- **Unified Handles:** We are ONE IIC. Handles must represent both campuses equally.
- **The "PR Heritage" HDD:** A physical hard drive containing every editable caption template, ad-spend record, and viral video ever produced.
- **Legacy Continuity:** Ensuring that the "Hype Style" of 2026 is refined and carried forward by the 2030 leads.

SIGNATORIES OF THE 2026 PR CONSTITUTION

PR Head (Brand Architect)

Student President

D&C Head (Visuals)