Sinhgad Technical Education Society's

SINHGAD INSTITUTE OF TECHNOLOGY, LONAVALA

(Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi)
Accredited by NAAC with Grade "A"

INSTITUTION'S INNOVATION COUNCIL

Standard Operating Procedure (SOP) for Social Media Head – IIC

Role Overview:

The Social Media Head of IIC is responsible for managing and enhancing the club's digital presence across social media platforms. The role ensures timely communication of events, initiatives, and achievements of IIC to the wider audience, thereby building the brand value of the council.

Responsibilities:

1. Create and manage official IIC social media accounts (Instagram, LinkedIn, Twitter, etc.).
2. Design and post engaging content for events, workshops, and announcements.
3. Collaborate with Convenor, Media Team, and Web Development Head for updates and promotions.
4. Maintain a consistent posting schedule to keep students engaged and informed.
5. Ensure professional representation of IIC in all social media activities.
6. Monitor audience engagement and prepare monthly reports on social media reach and impact.
7. Manage live coverage of events through stories, reels, and posts.
8. Coordinate with the Technical Team for integrating QR codes, registration links, and campaigns.
9. Respond to queries and comments professionally, maintaining the reputation of IIC.
10. Stay updated with trends in digital marketing and suggest innovative strategies.

Authority:

- Can assign tasks to sub-team members for designing and content writing.
- Can recommend tools, software, or subscriptions for social media management.
- Final content approval lies with the Student President and IIC Board.

Reporting Structure:

- Reports directly to the Student President, Vice President, and Convenor of IIC.
- Works closely with the Media Team, Web Development Head, and Event Heads.

Code of Conduct:

- Must maintain professionalism and accuracy in all content posted.
- Should avoid posting unverified or personal opinions on official accounts.
- Must maintain transparency with the IIC Board regarding campaigns and engagement.

Disciplinary Clause:

The Board Members of IIC hold the authority to remove the Social Media Head from their position at any time if found negligent, inactive, or violating the code of conduct.