



Gramaudyogik Shikshan Mandal's
MARATHWADA INSTITUTE OF TECHNOLOGY
POLYTECHNIC
Aurangabad

(Approved by AICTE New Delhi, DTE Mumbai & Affiliated to MSBTE Mumbai (MS))

DTE Code: 2224

MSBTE Code: 0066

Ref. No: MIT/Poly/Admin/AICTE/2022/Order/SMC/807

Date: 24/08/22

Office Order

Social Media Cell (SMC) For Academic Year 2022-2023



In view of the instructions and guidelines provided by All India Council for Technical Education (AICTE) New Delhi in Approval Process Handbook (APH) in Appendix 6 the **Social Media Cell (SMC)** is hereby constituted in the institution for the academic year 2022 – 2023 as below:

<u>Constitution</u>			
Sr. No.	Name of Faculty Member	Designation	Responsibility
1	Prof. A. S. Nagrik	Lecturer in Computer Engineering Department	Chairman
2	Prof. V. N. Dudhate	Lecturer in Mechanical Engineering Department	Member
3	Prof. T. R. Tirukhe	Lecturer in Civil Engineering Department	Member
<u>Functions</u>			
Sr. No.	Detailed Description		
1	Developing public relations strategies and campaigns		
2	Preparing press releases, keynote speeches		
3	Posting Institutional promotional material on the social media with the prior approval of Head of Institution		



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4	Edit & update promotional material and publications (brochures, videos, social media posts etc.) with the approval of Head of Institution
5	Building positive relationships with stakeholders, media persons
6	Seek opportunities for partnerships, sponsorships and advertising
7	Analyzing media coverage
8	Liaising with clients, managerial and journalists staff

The committee will work in tune with Admission Campaign Cell (ACC) 2023-2024. The said committee has been activated with immediate effect & report the progress of the cell to the undersigned from time to time.




(Prof. S. G. Deshmukh)
Principal
Principal
MIT Polytechnic,
Aurangabad

Copy to:

- 1) Officer In charge- Academics for information
- 2) All Head of Department (ME/CO/CE//EE/AN/TE) for information, circulation and n. a.
- 3) Concerned Faculty members for information & n. a.
- 4) Section in Charges (TPO/WS/EDP Cell) for information
- 5) Student Section/Establishment Section/Accounts section for information
- 6) Central Library for information
- 7) Mrs. B.A. Chatterjee - Central Website Coordinator for uploading on Institute web portal

Copy submitted, to Honorable Director General, MIT Aurangabad for the sake of information please