Admissions and Media Cell

Guidelines for Submission of Media Content

The Admissions and Media Cell has created a centralized Media Repository to systematically collect, maintain, and coordinate information related to all institutional events. The repository, maintained through an Excel sheet, will serve as a common platform for Event Coordinators to provide the details required for timely media coverage and institutional communication. It shall facilitate timely, consistent, and effective coverage of institutional events across print media, digital media, and social media platforms, while also ensuring that significant institutional activities are properly documented and archived.

All Event Coordinators are therefore requested to update the Media Repository promptly and provide complete and accurate information as per the guidelines outlined below. This will enable the Media Team to coordinate coverage efficiently and ensure that relevant event reports and updates are communicated across the appropriate media platforms.

1. **Print Media**
   The Event Coordinator shall upload-

1.1 Report for Print Media

- Report in English and Hindi (approx. 150 words); it should not include names of the individuals other than the resource persons, mention the organising unit, the significance of the programme should be mentioned and the outcome in terms of SDGs (if applicable) and impact on the students' holistic development.
  - Do not explain the schedule items like there was lighting of the lamp followed by the Principal's Address and so on.
- 4–5 good-quality photographs suitable for publication in print media.
- The report should ideally be submitted at least two days before the event if the details like schedule and Resource Persons have already been finalized.
- The Media Team shall make necessary changes in the report before publication, given that they should be informed well in time.
- If the Resource Person or other details are not finalized two days in advance (in case of bigger events like Conferences and ZEST), then too at least the report should be shared with certain blanks which can be shared by the Event Coordinator as soon as they are confirmed.

1.2 Photographs and Videos

Event Coordinators in coordination with the photography committee, shall ensure that good-quality photographs are uploaded in the Media Repository

1.2.1 Timeline for Photographs

Photographs should be uploaded:

- Within 2–3 hours of the event, or-
- Immediately after the major/important segment of the event, such as the Inaugural Ceremony, Opening Session, keynote address.

1.2.2 Content and Quality of Photographs

Photographs should preferably include:

- Resource Persons/Chief Guests
- Dignitaries and faculty members
- Students participating in the event
- Important activities/moments
- Group photographs, wherever relevant
- A few wide-angle photographs showing the scale and ambience of the event
- Please avoid blurry, repetitive or poorly framed photographs.

2. Social Media

Social Media Content Guidelines for Events

2.1 Submission process and timeline

All staff members who want their events featured on the College's official social media handles must upload the link of event photos and videos, along with a suitable caption and simultaneously Whatsapp the pictures, reels and captions to Social Media Coordinator by 5:00 PM on the day of the event. Details of the Resource person should be submitted 4 days before the event.

2.2 Content Requirements

- **Photographs and videos:** Short videos capturing significant moments of the event should be uploaded to the sheet, along with good-quality pictures showing students engaged in the activity, decor, ambience, and the college's landscapes and infrastructure.
- **Event summary**: brief description of the event, about 50 words.
- **Resource person details**: Event Coordinator must separately provide a photograph of the Resource Person with designation, plus a short write-up covering their relevant academic or professional background four days before the event.

2.3 Quality and Content of photographs and videos

- Good quality, that captures students engaged in the activity, deco, ambience, our landscape, infrastructure and so on
- Vibrant and engaging — cheerful, lively participation.
- Minimum 4–5 photos, maximum 10.
- HD or equivalent quality.
- Videos (if included): 15–30 sec, key moments only.
- Captions: concise, 4–5 lines, state organizing unit + activities conducted.
- The link of Short videos capturing significant moments of the event should be uploaded in the sheet.

3. Digital Media

- The event coordinator shall upload the link of notice and poster in the sheet at least five days prior to the event. The Website Committee will add the respective website links for both the notice and the poster in the Media Repository Sheet.
- Event Coordinators are required to share these website links in the relevant WhatsApp groups (Staff group and class groups for proper dissemination of information) rather than circulating the notice or poster in the group.
- Students should be encouraged to click on the links to access the event details. This will not only ensure that students receive the latest and most accurate information but will also increase traffic and engagement on the college website.
- This practice should be followed consistently for all events to strengthen the website as the primary and reliable source of official institutional information.

4. **Links of the Posts and Website updates**:

4.1 The **Website Coordinator** shall add in the Repository the link of the website page with poster and notice within 24 hours of the details being shared.

4.2 **Social Media Coordinator** shall add the links after the respective posts have been published.

4.3 Link for published Print media reports shall be uploaded in the repository

The Repository shall serve as a **complete record of the event media coverage**.

5. Pre-Media Report for Important Events

For significant institutional events that need advance publicity or involve prominent Resource Persons/Chief Guests, kindly send a **Pre-Media Report** before the event.

The Pre-Media Report should provide essential information such as:

- Name and theme of the event
- Date, time and venue
- Organising department/committee
- Purpose and significance of the event

- Chief Guest/Resource Persons
- Major activities or highlights
- Expected participation
- Any other information relevant for advance media coverage

6. **Media Budget**

For major events, kindly allocate a separate media budget to be used for either pre-event media briefing or in the form of vouchers.

Timely submission is essential because media coverage depends on deadlines. Delayed or incomplete material may result in the event not receiving timely coverage in print, website or social media platforms.

Kindly ensure that links to reports and pictures are accessible.

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