



CIRCULAR

Sub.: - Standard Operating Procedure (SoP) for leveraging Digital Marketing...reg.

1. Corporation is intensively working to make its facilities visible and available to each depositor/customer, by leveraging social media, i.e., Twitter, Facebook, You Tube, LinkedIn, Instagram and various other platforms. Aim is to stimulate awareness, build confidence among stakeholders and encourage them to avail our services. However, leveraging Digital Media (DM) necessitates proper monitoring & standardization across Corporation.
2. In order to standardize the presence of Corporation on social media & to draw better results from Digital Marketing, following SoP is to be adopted: -

I. Digital platforms: -

- a) Regional Offices (ROs) shall henceforth leverage **Twitter platform only**, with standardised Twitter handle names, as enclosed at **Annexure-I**.
- b) ROs shall **discontinue all other social media platform** (other than twitter), with immediate effect, in order to remove the confusion amongst the present followers of Corporation on social media.
- c) Corporate Office shall leverage all Digital Marketing tools presently being used and shall explore other tools too in order to further enhance the presence of the Corporation.
- d) In case, ROs needs to post on digital platforms other than twitter, they shall forward the same to GGM/MIS, Corporate Office, preferably having content with infographics, videos & pics.

II. Competent Authority for approving the post on: -

- a) Regional Manager shall be the Competent Authority for posting any matter on the twitter handle of the concerned RO.
- b) Concerned HoD shall be the Competent Authority for approving matters to be posted from Corporate Office's digital platforms.
- c) Concerned HoD shall be the Competent Authority for approving posts received from ROs for hosting on the digital platforms of CO.
- d) Posts related to VIP matters, matters other than regular operations of Corporation, matters involving Ministry etc., shall be seen by Managing Director before posting.

III. Mode of Communication: -

- a) Response to social media posts is the essence of Digital Marketing. Real Time updates leads to increased interest amongst followers. Hence record of leads and results will be maintained by CO & RO.

- b) In order to ensure better response, the matter & images/ banners/ info graphics may be shared on WhatsApp. All communications shall be made mandatorily through e-Office.
- c) For communication through e-Office, each RO & concerned Division of CO shall incorporate a file in e-Office, with subject "Digital Marketing File of "Business Section of RO-Ahmedabad"/ "MIS Division, CO".
- d) ROs may leverage Single e-File System for communicating matters to MIS / concerned Division of CO by sending the complete e-File to CO, thereby ensuring timely response. Concerned Division of CO shall ensure to return the file to the concerned RO as soon as possible, thereby allowing them to process any other matter.
- e) ROs may also create part file, in case, some urgent matter is to be communicated.
- f) Matter to be posted should be digital i.e., official processing the matter should be able to copy & paste the matter from the receipt. It must also contain the images/ banner/ info-graphics.
- g) ROs shall nominate a Nodal Officer who shall be posting Twitter. MIS Division shall be Nodal Division, in case of CO, for posting the approved posts by CA.
- h) Designated Marketing (DM) Nodal officer at CO will co-ordinate with RO Nodal officer, HoD(s) and the hired DM team of CWC for smooth execution of all above works.
- i) Competent Authority should monitor & review the progress and give feedback/suggestions based on the details received.

Group General Manager (System & Personnel)

Distribution to: -

1. All HoD(s), CO, CWC. for compliance please.
2. All RM(s), CWC. for compliance please.

Copy to, for information: -

1. PS to MD/ PS to DIR (P)/ PS to DIR (M&CP)/ PA to CVO, CO, CWC.
2. Notice Board of e-Office.
3. Concerned/ Guard File.

