



Dated: 10 December, 2019


**NOTIFICATION**

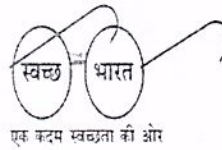
It is to notify that the Ministry of HRD, Deptt. of Higher Education, New Delhi, had requested all the higher educational institutions to identify one of the faculty/non-faculty member as a Social Media Champion (SMC) of Central University and furnish details thereof. Accordingly the Vice Chancellor under his order dated 21.08.2019 has nominated **Dr. Rajesh Singh, Public Relations Officer** as SMC (Social Media Champion) of this University for the social media platforms. The MHRD has been informed about this nomination vide letter PRO/2019-20/05-07, dated 22.08.2019.

Further, in order to have a larger social media presence of BHU and a wider visibility on new media platforms, the SMC is working on an extensive strategy in this regard. The activities and events taking place in BHU and their coverages in the media are being regularly published on twitter handles of Banaras Hindu University @VCOfficeBHU and @bhupro. In line with the SMC's new media strategy, all Director/Dean/HOD/Principal are advised to provide the details/updates/content of the important activities of their respective Deptt./Faculty as the case may be, which may then be tweeted or posted on twitter or various social media. This information may be mailed to the PRO Office through their email in English & Hindi in Unicode font with pictures and videos for necessary action. The email id for social media purposes is apro@bhu.ac.in. The same content/matter may be sent as a CC to probhu@bhu.ac.in.

Further all the Director/Dean/HOD/Principal are advised to **open their Twitter, Instagram, Facebook accounts and follow the official BHU twitter handle and social media accounts. They should also promote and share the posts of the official accounts.** The faculty members, staff members and students are also advised to open their Twitter/Instagram/Facebook social media and follow BHU official handle and like and repost the University social media posts. The official instagram, Facebook and YouTube accounts of the university will be notified soon by the PRO.

This issues with the approval of the Hon'ble Vice Chancellor.

  
20/12/19  
**ASSISTANT REGISTRAR**  
(General Administration)  
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