



**Gujarat Biotechnology University**

Department of Science and Technology,  
Government of Gujarat

**Standard Operating Procedure (SoP) for GBU Social Media Management**

**Gujarat Biotechnology University (GBU)**

Near GIFT City, Gandhinagar, Gujarat

**Circular No.:** GBU/SocialMedia/e-file/265/2026/0198/IT/

**Date:** As per e-sign

**Read:**

1. Department of Science & Technology (DST) communication regarding Social Media Nodal Officer dated 19/03/2026
2. Office Order No. GBU/ADM/GAD/162/2026/06 dated 01/04/2026
3. Office Order No. GBU/ADM/53-Part II/2022-23/1064 dated 12/01/2023
4. Information & Broadcasting Department Circular No. IBD/MSM/e-file/10/2025/0294/B dated 23/03/2026
5. DST Circular No. SCM/10/2018/614021/IT dated 29/11/2018
6. MeitY Guidelines on Use of Social Media for Government Organisations
7. Email from the office of Registrar, GBU dated 19/02/2026

**Circular:**

In the present digital era, social media has emerged as an effective medium for dissemination of information relating to government initiatives, institutional activities and public welfare measures. With the widespread use of smartphones and internet connectivity, social media platforms have enabled outreach even to remote areas.

Accordingly, it is imperative that Gujarat Biotechnology University (GBU) ensures structured, consistent and responsible use of its official social media platforms for dissemination of authentic and relevant information, including events, seminars, expert lectures, achievements, and other institutional activities.

GBU vide Office Order dated 12/01/2023 has constituted a Social Media Committee to oversee social media activities. Further, content upload activities are presently being carried out by the IT Department.

Subsequently, a communication has been received from the Department of Science & Technology (DST), Government of Gujarat, prescribing actionable points regarding social media management and mandating appointment of a Social Media Nodal Officer. Accordingly, Shri Kushang C. Jani, ICT Officer, has been designated as Social Media Nodal Officer vide reference (2).

After careful consideration, the Competent Authority has approved below mentioned GBU Social Media Management Framework for effective implementation and supervision of social media activities:

**1. Social Media Management Framework:**

The Social Media Management of GBU shall comprise the following two components:

**(A) Upload of GBU-generated Content**

GBU shall upload information relating to institutional activities through the following structured workflow:

Step	Activity	Responsibility
1	Submission of draft content (text/photos/videos) to Research & Business Development Manager – Content Creator	Concerned Academic/Administrative Staff
2	Content creation and formatting	Research & Business Development Manager - Content Creator
3	Review and approval	Dr. Jagat Rathod, AP & Dr. Kavita Yadav, AP

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Step	Activity	Responsibility
4	Forwarding approved content to IT Dept.	Research & Business Development Manager - Content Creator
5	Upload on social media platforms	IT Department

### (B) Monitoring of External Social Media Content

The following mechanism shall be adopted for monitoring content related to GBU:

Step	Activity	Responsibility
1	Daily monitoring, analysis and reporting (Red: Negative, Yellow: Informative, Green: Positive) and creation of data repository and submit to concerned dept./ official in case of negative posts/ other post for submission of justification/ facts/ information etc.	IT Department
2	Submission of justification/ facts/ information related to negative posts with detailed report (refute report – not just denial but proper fact checks and refute report with positive story), Submission of periodic suggestions for visit / programs of Hon'ble Dignitaries, Submission of success stories for social media of Hon'ble Dignitaries, Suggestion of podcasts for Hon'ble Dignitaries. These suggestions shall be submitted to Social Media Nodal Officer	Concerned GBU Official through HoD/ Competent Authority
3	Reporting to DST / Hon'ble Minister's Office, wherever applicable	Social Media Nodal Officer

### 2. General Instructions

- GBU Social Media Committee (ref. 3) shall ensure compliance with all applicable Government guidelines and circulars referred above.
- All content uploaded on social media shall be accurate, verified and approved by competent authority.
- GBU Officials using personal or designation-based social media accounts shall strictly adhere to applicable Government norms and guidelines.
- Confidential, sensitive or unverified information shall not be shared under any circumstances on GBU Social Media Platforms.

This circular is issued with the approval of the Competent Authority and shall come into force with immediate effect.

(Registrar)

#### To:

- All Members of Social Media Committee
- All Staff Members of GBU

#### Copy to:

- PS to Hon'ble Cabinet Minister, Department of Science & Technology, GoG
- PS to Secretary, Department of Science & Technology, GoG
- PA to Director General, GBU

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**List of GBU's Official Social Media Profiles**

#	Social Media	Profile URL
1	LinkedIn	Profile: <a href="http://www.linkedin.com/in/GujaratBiotechnologyUniversity">www.linkedin.com/in/GujaratBiotechnologyUniversity</a> Page: <a href="http://linkedin.com/company/gbuofficial">linkedin.com/company/gbuofficial</a>
2	Twitter	Handle: @GujBiotechUni
3	Facebook	Profile: Page: <a href="https://www.facebook.com/GujaratBiotechnologyUniversity">https://www.facebook.com/GujaratBiotechnologyUniversity</a>
4	Instagram	Profile: <a href="https://www.instagram.com/gujaratbiotechnologyuni/">https://www.instagram.com/gujaratbiotechnologyuni/</a>
5	Youtube	Channel URL: <a href="https://www.youtube.com/@GujaratBiotechnologyUniversity">https://www.youtube.com/@GujaratBiotechnologyUniversity</a>