MITM Media Cell

Policy Document

Maharaja Institute of Technology Mysore

Belawadi, Srirangapatna Taluq, Mandya Dist – 571 477
Web Site: www.mitmysore.in

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Affiliated to,

Visvesvaraya Technological University (VTU), Belagavi

Preface

MITM Media cell committee of Maharaja Institute of Technology Mysore is established to manage the media relations of the institution and keeps the media updated with the happenings at the institution. This primarily involves covering various events of the college and ensuring that each and every event of the college gets its due media coverage. The committee functions with the core objectives of upholding and uplifting the mission of the institute.

The members of the MITM Media cell committee carry out functions that are relevant within the scope of the committee. MITM Media cell present content for periodic updating of the Institution website. Also the official Facebook and twitter page of Institution is managed by the Media cell members.

To make this Policy document relevant, it is recommended that this work be reviewed and be revised periodically as the need arises.

MR. CHETHAN D S   DR. SHARATH KUMAR YH   DR. B G NARESH KUMAR

Member Convener   *Chairman*   *Principal*

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1. INTRODUCTION

The Maharaja Institute of Technology Mysore (MITM), an institute under Maharaja Education Trust located in a campus near Mysore city (3.5 Km from Ring Road). The institute is founded by a group of eminent people recognized for their eminence in the field of science and engineering technology. Many of them have served at the highest levels of AICTE and University. The college is equipped with all modern learning aids to make teaching-learning process a pleasure. The highly qualified staff is its asset. The college has to its credit the highest number of admissions in the academic year 2007-08 among the 16 newly opened engineering colleges in Karnataka.

1.1. MEDIA CELL

Now a day's social media has been the important part of one's life from education to electronic mails, shopping and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and communication. Media cell has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship."

Social media is the new buzz area in marketing that includes business, organizations and brands which help to create news transfer Information and make connections. Media Cell to enhance an organization's performance in various ways which facilitates communication between an Institution, students and stock holders.

2. MEDIA CELL POLICY PRINCIPLES

The following are the guiding principles of the Media Cell policy:

1. Platform design: To know the Past, Present and Future activities of the Institution.

2. Collaboration: Increasing Collaboration of Institution connection with Student and stockholder's

3. Engagement Analysis: Who is talking about what, where and what are the main points of conversations about the events and policies implemented in the Institution.

4. Managing Perceptions: To avoid propagation of unverified facts and frivolous misleading rumors' with respect to Institutional policies.

3. OBJECTIVES OF THE POLICY

The objective for the use of media is not just to disseminate information but also to undertake Institution, students and stakeholder's engagement for a meaningful participation for formulation of public policy:

In developing this Media cell policy, MIT Mysore seeks to meet the following objectives:

i. Seeking response/feedback from students and stakeholders

ii. Issue based as well as Generic interaction

iii. Brand Building or Institution, students and stakeholders Relations

iv. Generating Awareness and education on Institutions action Plans and implementation strategies.

4. MEDIA CELL POLICY IMPLEMENTATIONS

The Media Cell policy implementation is carried out through MITM Media Cell committee constituted by the institution.

4.1. MEDIA CELL MANAGEMENT COMMITTEE

The Media Cell management committee shall function towards:

1. A mobile App for the website of our Institute.
2. To have Facebook, twitter and Youtube account within the website of the institute through which following could be accomplished.
   a. To publish the activities of the institute, various department. Etc.
   b. To publish lectures, guest lectures, events. Etc
   c. To publish placement related information, student achievements and faculty achievements.
   d. To receive suitably, the feedback, critics, review etc and to initiate suitable authorized actions.
   e. To publish library, Academic, etc related information
3. To maintain related accounts in the Social/Public media.
4. To upload/removal of information and submit review report every fortnight to the undersigned.

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4.2. COMMITTEE MEMBERS AND HIERARCHY

S/L	NAME AND DESIGNATION	HIERARCHICAL POSITION
1	**Dr. Sharath Kumar Y H,** Professor and Head, Department of Information Science and Engineering	Chairman
2	**Mr. Chethan D S,** System Administrator	Member Convener
3	**Prof. Manjunath B,** Associate Professor and Head, Department of Master of Computer Applications	Member
4	**Mr. Ashok R** Librarian, Department of Library and Information	Member
5	**Prof. Suhash** Assistant Professor, Department of Computer science and Engineering	Member
6	**Prof. Siddhanna Janai,** Assistant Professor, Department of Electronics and Communication Engineering	Member

5. MONITORING, EVALUATION AND REVIEW STRATEGIES

5.1. MONITORING AND EVALUATION

Realization of the output of this policy shall require consistent monitoring and evaluation of the output indicators. The Government and any other relevant stakeholders will carry out monitoring and evaluation at different levels. A monitoring and evaluation framework shall be developed to ensure midterm review of the policy.

5.2. REVIEW OF POLICY

A Policy review committee is being set up at the college level which is chaired by the Principal to ensure that we are up to date on the changes as and when required, either by law, or by Media cell requirements.

6. CONTINUUM

To ensure the strategic interests of the Institution this Media Cell policy is laid down. Establishment of Media Cell infrastructure, awareness, is some of the key strategies encompassed by this policy document. The policy also provides the work flow and responsibilities of Media Cell.

Media Cell works responsibly for consultancies because these are and always have been relationship between Institute, student and stakeholders.