

Cover Letter

RCoD

To,
Principal RCoD.

Subject: Approval of SOPs of Social Media Policy

Please find attached the social media policy for RCoD for your perusal.

No. 102/RCoD/

Dated: 13th November 2024

Prof. Dr. Hina Zafar Raja
Head of Department
Prosthodontics
Incharge Social Media Committee



Rahbar College of Dentistry **SOPS for RcoD Social Media Policy**

Social media has become a powerful tool for educational institutions to connect with students, faculty, alumni, and the wider community. It has become an indispensable tool for educational institutions to achieve their goals, from recruitment and admissions to alumni relations and community outreach. By effectively leveraging social media, institutions can enhance communication, build stronger relationships, and create a vibrant and engaging learning environment.

Incharge:

Prof Dr Hina Zafar Raja

Members:

Dr. Fizza Tahire (Website and LMS)

Dr. Aamina Imran

Dr. Mahnoor Arshad

Dr. Abdullah Hussain

Purpose:

To develop an educational community as per the institutional objectives, and promote institutional profile globally on social media website. It serves as a liaison between faculty and students for managing the LMS and website as directed the principal RcoD.

RCOD Media Post Submission and Evaluation Process

1. RcoD faculty members / students submit the write up and selected pictures at media@rcod.com.pk.
2. **Initial Review by media team**
Media team reviews the picture quality and reviews description of write up.
 - **Evaluation Criteria:**
 - **Writeup Quality:** Spelling, grammar, coherence, clarity of the message.
 - **Description:** Does the writeup describe the subject effectively and accurately.

- **Word Count:** Word limit shouldn't be more than 100-150 words.
- **Picture Quality;** High resolution picture in format jpg
- **Picture Number Limit:** 10 pictures (more)

3. Admin Decision (Approval or Rejection)

After evaluating the submission, the admin will either approve or reject it.

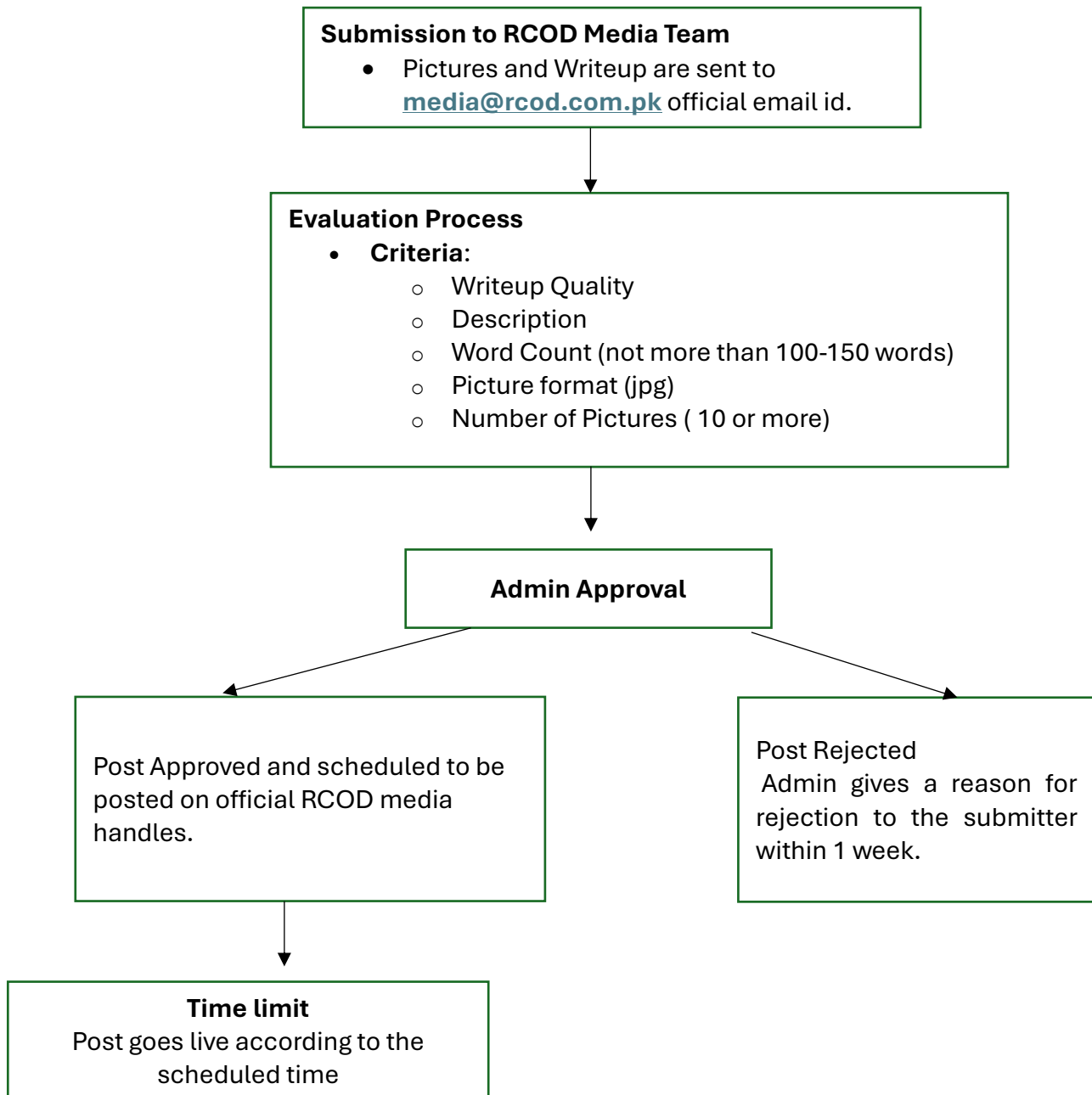
- **If Approved:**
 - Admin marks the post as **Approved**.
 - The post is scheduled to be published on official RCoD social media handles Facebook, Instagram, linked in within 2 weeks.
- **If Rejected:**
 - Admin marks the post as **Rejected**.
 - Admin provides a **reason for rejection** to the Submitter within 1 week.

4. Final Step: Post Published (If Approved)

- The approved post is uploaded and shared across RCoD's official media handles Instagram, Facebook and LinkedIn
- Post goes live according to the scheduled time.

5. Media team submits a monthly report to principal RCoD about media pages that no of submission approved rejected on excel sheet.

WORKFLOW CHART



File No;

Prof. Dr. Hina Zafar Raja
Head of Department Prosthodontics
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