

Purpose:

PR Coordinator:

1. To facilitate the exchange of information regarding any activity/ task/ achievement (academic, non academic, extracurricular) to the SVV PR team through the exchange of best practices among its committee members, faculty, staff, students and SVV PR team.
2. To upload the above said activity/ task/ achievement (academic, non academic, extracurricular) on website, Facebook page and Instagram page.
3. Update media, announcements, events section on college website.
4. Coordinate for Youtube uploads. Develop the Institute YouTube channel.
5. Online events other than zoom events for live streaming to be done by the PR student team.

Branding Team: To design creatives for various activity /task/ achievement (academic, non academic, extracurricular) as per branding guidelines through the exchange of best practices among its committee members, faculty, staff, students and internal Institute PR coordinator.

Scope: Applicable to all College and Clinical activities (academic, non academic, extracurricular).

Responsibility:

Members:

- Dr Mugdha Oberoi (PT) (Faculty)
- Dr. Prachi Sarvaiya (PT) (Faculty)
- Mr. Vishal Kadam (non teaching staff)

Role: Internal Institute PR coordinator for the year 2021-2022.

Branding Team:

- PR coordinator, **Role:** To allot student members for designing. Coordinate and follow up with branding team members.
- Activity /task/ achievement incharge faculty members/committees.
Role: To contact, provide detailed information regarding the said event.
To check and confirm the content and respective uploads on all social media handles and website.
- Student Members, **Role:** Designing of creatives

Student Heads :

Council PR members

- 1. Pritam Zalte
- 2. Insiya Haidery

Interns

- 1. Ananya gupta
- 2. Sanika ketkar
- 3. Kashish Parmar
- 4. Prisha Mehta

IV BPT

- 1. Pallavi Asnani.
- 2. Sayali Parad
- 3. Tanushka Nikam

Procedure:

PR activity reporting and approvals :

1. Any activity /task/ achievement which is considered by the Principal/ College Committees/ Student committees/ individual faculty members/ Staff, as an activity that should be reported to the SVV PR team for it to be highlighted, shared on social media handles or to the Public must be identified by the mentioned stakeholders and reported to the internal Institute PR coordinator with prior permission and approval from the Principal.

2. The identified activity /task/ achievement has to be mentioned on the Event board by the activity /task/ achievement incharge faculty member placed in the Faculty room.
3. Complete details of the identified activity /task/ achievement along with the images for the creative for social media/ website should be shared at least 10 days before the event and if any achievement/ recognition is received within one week after the event.
4. Information and creatives designed should first be screened and checked by the PR coordinator as per branding guidelines.
5. The checked version will be shared with the said activity /task/ achievements incharge for approval of Principal maam.
6. Incase of change, the same has to be notified to the PR coordinator by the activity /task/ achievement incharge faculty member.
7. Incase of no change, the same will be uploaded on the website, Facebook, Instagram.
8. Final upload should be checked and confirmed by the activity /task/ achievement incharge faculty member to the PR coordinator via email.

Uploading of information/ creatives:

1. Only the final creative, no other/ modified creatives should be used for upload.
2. No creatives without approval should be uploaded.
3. The final shall be uploaded by the PR coordinator on the website/ Facebook page/ Instagram.
4. Upload of any creative will be done within 2-3 working days of creative finalisation/ receiving of images etc.

Designing Creatives:

1. All creatives will be designed by the college branding team which consist of the PR coordinator (will only allot student members for designing/ if students are not available to design creatives) and said branding team student members (will design the creatives).
2. Minimum 3 working days will be required for designing of any creatives after receiving complete information for the same.
3. Complete details of the identified activity /task/ achievement as needed (with prior approval from Principal maam) by the incharge should be:
 - 1) Written on the even white board in the faculty room
 - 2) notified via email to the internal Institute PR coordinator, and the same to be entered in the branding event calendar ([Click to view branding event calendar](#))

4. Internal Institute PR coordinator/student heads will allot students members for the said task and notify the same on the branding event calendar and via email.
5. Once the creatives are ready they have to follow the procedure of (i) PR activity reporting and approvals (ii) Uploading of information/ creatives, as mentioned above.

Event images:

1. Post event completion the activity /task/ achievement incharge faculty member should upload the photos taken during the event and any text matter that needs to accompany the images, in the designated folder of the image created ([click to view the image folders](#)).
2. Institute PR coordinator shall create a gallery of images on the website and upload the same on social media handles.



PRINCIPAL

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