



National University of
Sciences & Technology
M&C Dte, Main Office,
Sector H-12, Islamabad
Tel: 051 – 9085-1461
No.0994/151/M&C Dte
9 Jun 2023

To: All Dtes and Schools, H-12 Campus
All NUST Constitute Colleges

Subject: **Policy Guidelines - Processing of Event Related Contents for Dissemination through Print, Electronic and Social Media**

1. M&C is tasked to facilitate all the Schools and Dtes of NUST for the promotion of their events, activities and accomplishments. For this purpose, Schools and Dtes contact M&C Dte quite frequently requesting for prompt processing through WhatsApp and other social media platforms. M&C Dte makes an effort to process the said requirements with utmost professionalism.

2. **Policy Guidelines.** The guidelines as appended below are meant to facilitate efficient processing of the cases:-

- a. All-important/ sensitive announcements must have the Rector's approval before being processed for posting on social media.
- b. No comments be posted in response to specific sensitive nature engagements and the trend to be silently observed and reported to M&C Dte.
- c. Information regarding all press release needs to be communicated well in time via eION or Email rather than resorting to unofficial channels.
- d. M&C is to be kept in loop by all Schools and Dtes while planning their events/announcements to afford requisite lead time.
- e. Dtes and Schools are expected to forward duly approved cases for dissemination through Social and Traditional Media platforms, while adhering to the following timelines:-

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| (1) Press Release | 2x days in advance. |
| (2) Social Media Posts | 2-3 days in advance. |
| (3) Event Coverage Photography request | 2x days before the event |
| (4) Event branding | 2x weeks before the event |
| (5) General/Infrastructure branding | 2-3 weeks (tentative) before initiation.of the project. |
| (6) Publications | 1-2 months before the intended publication. |


A/Director M&C
(Syeda Hajirah Junaid)