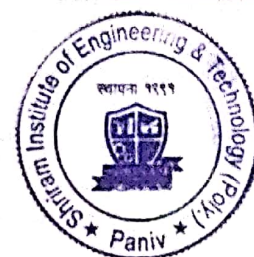




Shriram Shikshan Sanstha's
**Shriram Institute of Engineering & Technology
(Polytechnic), Paniv**

Tal-Malshiras, Dist-Solapur-413113

Approved by A.I.C.T.E Delhi/Govt. of Maharashtra & Affiliated to MSBTE, Mumbai & DBATU Lonere
Email ID : sietpoly@gmail.com Web : <https://sietpaniv.org> Phone No. :- 8956520994



SSS/SIET/ /2025-26

Date:-

OFFICE ORDER

Subject: Constitution of Website and Media Cell for Academic Year 2025-26

In alignment with the goal of enhancing the institution's visibility and outreach through digital platforms, the Website & Media Cell is hereby constituted at Shriram Institute of Engineering and Technology (Poly) Paniv, for the academic year 2025-26. The Media Cell will ensure effective communication, promotion, and branding of the college across various media channels.

Constitution of the Website & Media Cell:

Sr. No.	Name of Staff Member	Designation	Sign
1	Mr. Hiremath Avinash Gaurishankar	Chairman	
2	Mr. Lokhande Prasad Hanumant	Member	
3	Miss. Bansode Tejasvini Mahadev	Member	
4	Miss. Satav Priyanka Shrirang	Member	
5	Mr. Salunkhe Kiran Hanumant	Member	

Functions of the Website & Media Cell:

1. Website Maintenance: Ensure regular updates and maintenance of the official college website, including academic and co-curricular activities.
 2. Social Media Campaigns: Promote college-related news, events, and achievements through strategic social media campaigns on platforms like Facebook, Instagram, LinkedIn, Twitter, and YouTube.
 3. Content Creation: Design and develop innovative posts, messages, and multimedia content for dissemination or social media.
 4. Analytics Tracking: Monitor audience engagement metrics such as views, comments, likes, and shares on various platforms, and provide regular reports to the concerned authorities.
 5. Information Coordination: Collaborate with different departments, stakeholders, and students to collect relevant information for creating content for social media and the website.
- Roles and Responsibilities of the Website & Media Cell Coordinator:
1. Supervise and ensure the timely execution of all activities of the Media Cell.



2. Serve as the primary point of contact for all media-related queries and correspondence.
 3. Coordinate with the institution's stakeholders to gather accurate and updated Information for dissemination.
 4. Oversee the design and publication of posts, ensuring alignment with institutional branding and guidelines.
 5. Analyse engagement data from social media platforms and submit periodic performance reports to the Principal.
 6. Organize training sessions for cell members to enhance digital marketing and communication skills.
 7. Ensure that all content adheres to ethical standards and reflects positively on the institution.
- All members of the Media Cell are requested to extend their full cooperation to achieve the objectives of the cell. The Media Cell will commence its activities with immediate effect.



Principal
Shriam Institute of Engineering
And Technology (Polytechnic)
Paniv, Tal. Malshiras, Dist. Solapur