

ALL INDIA INSTITUTE OF MEDICAL SCIENCES

ANSARI NAGAR, NEW DELHI - 110029
(ACADEMIC SECTION)

No.F.1-2/ASPT (SMG)/2026

Dated: 22 June 2026

OFFICE-MEMORANDUM

Subject:- **Comprehensive Social Media Guidelines for Students/Residents and Employees of AIIMS, New Delhi.**

The undersigned is directed to convey the approval of the Competent Authority regarding the Social Media Guidelines for students/residents and employees of AIIMS, New Delhi, for implementation, with immediate effect.

1. PURPOSE AND RATIONALE

Social media platforms are powerful tools for outreach, engagement, and communication. However, improper use of institutional branding or representation without authorisation can lead to reputational damage and legal complications. This document aims to provide guidance for students/residents and employees.

2. SCOPE OF THE GUIDELINES:

These guidelines are applicable to all individuals and entities affiliated with AIIMS, New Delhi:

- Students enrolled in any undergraduate, postgraduate, doctoral, or super-speciality programs.
- Student associations, societies, clubs, and organising committees recognised by AIIMS (ASA, RDA, SYS, etc.).
- Faculty members, researchers, and administrative staff who communicate on behalf of or in connection with AIIMS.
- Departments, centres, and institutional bodies operating official or semi-official digital communication channels.
- Any third-party collaborators or invitees granted temporary or delegated access to the institute.

3. USE OF AIIMS NAME AND LOGO

No student, employee, or associated body shall use the name "AIIMS, New Delhi", AIIMS logo, emblem, or official branding in any form (digital or print) without prior written approval from the concerned department.

• Unauthorised use includes but is not limited to:

- Event posters, banners, and social media posts.
- Instagram, Facebook, Twitter handles that suggest official representation.

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- Videos, reels, or blogs that use AIIMS branding for promotional purposes.
- Any use of the name/logo must align with official branding standards prescribed by AIIMS.

4. LEGAL AND ETHICAL COMPLIANCE

Patient Confidentiality:

- Never post, share, or discuss any patient information, images, or case details on social media, even if the patient is not identified.
- This is mandated under the Indian Medical Council Regulations, 2002 and the Digital Personal Data Protection Act, 2023.

Copyright and Intellectual Property:

- Do not share copyrighted material without proper authorisation or citation.

Anti-Ragging & Anti-Bullying:

- Do not post or forward content that is harassing, threatening, or discriminatory.
- Comply with UGC Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009.

Obscenity and Hate Speech:

- Do not post obscene, defamatory, or hate speech content as per applicable laws.

5. ACADEMIC INTEGRITY

- Do not engage in plagiarism or academic dishonesty on social media platforms.
- Do not share exam questions, answer keys, or other confidential academic materials.

6. SOCIAL MEDIA ACCOUNT GOVERNANCE

- Student bodies and employees managing official content must:
 - Register official social media accounts with the concerned department.
 - Provide names, contact details, and institutional email IDs of the admin team.
 - Appoint a Media Coordinator as the point of contact for content approval.
- Accounts must clearly mention that the content is student-generated or department-generated and not officially endorsed unless stated otherwise.
- Content must not disclose confidential, sensitive, or internal information.
- Avoid political, religious, or defamatory material.
- Maintain a respectful and professional tone aligned with AIIMS values.
- Sponsored content or collaborations with external brands require special clearance.



7. LEGAL AND DISCIPLINARY PROVISIONS

- Misuse of AIIMS identity may attract legal consequences under applicable laws.
- Internal disciplinary action may include:
 - Written warnings
 - Suspension of association or access privileges
 - Derecognition of the student body
 - Ban on participation in institutional events or denial of permission for such activities

8. MONITORING AND TAKEDOWN POLICY

- The concerned department reserves the right to monitor social media for compliance.
- In case of non-compliance, a takedown notice will be issued. Content must be removed within 12 hours of notice.

These guidelines are binding on all students/residents, employees, and associations functioning under the AIIMS, New Delhi umbrella. Non-adherence will invite appropriate institutional or legal action.

In this context, all Heads of Departments (HoDs)/Chiefs of Centres (CoCs) are requested to circulate these guidelines among all faculty members, residents, research staff, students, administrative personnel, and other employees under their administrative control for immediate compliance.

This issues with the approval of the Competent Authority.


Prof. Girija Prasad Rath
REGISTRAR

Distribution:-

1. All Heads of Departments/Chiefs of Centres, AIIMS New Delhi.
2. PPS/PA to Director, AIIMS
3. PPS to Dean (Academics)/Dean (Research)/Dean (Examinations)
4. PPS /PA to AD(Admn.)/Dy. Secretary
5. PS to Medical Superintendent (MS)/ Superintendent Engineer (SE)
6. PS/PA to Assoc. Dean (Acad)/Registrar
7. PIC, Faculty Cell/Media Cell/Protocol Division/Computer Facility
8. Chief Administrative Officer (CAO)
9. President FAIMS/President, ASA, President, RDA, Chairman, SYS
10. President/ Secretary Officers Association, Nurses Association, AIIMS Karamchari Union
11. All Notice Boards
12. Sr. Hindi Officer, kindly translate the circular into Hindi Version
13. Content Provider to kindly circulate the circular to all HoDs/CoCs and upload the same on the AIIMS website.