

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA  
UNSTARRED QUESTION No.1062  
(TO BE ANSWERED ON 21.12.2017)**

**POLICY ON SOCIAL MEDIA MESSAGING**

**1062. SHRI RAYAPATI SAMBASIVA RAO**

**Will the MINISTER of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the policy of her Ministry on social media messaging;
- (b) whether her Ministry is considering of hiring professional agencies to manage social media communications;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) whether her Ministry has taken up with other 56 Central Ministries on social media messaging so that there is uniformity; and
- (e) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING**

**[COL. RAJYAVARDHAN RATHORE (Retd.)]**

(a) Ministry of Information & Broadcasting does not have a separate policy on social media messaging, however it adheres to the *Framework & Guidelines for Use of Social Media for Government Organizations* laid out by MeITY. In addition to this, Press Information Bureau (PIB), an attached Office of this Ministry, has formulated a Standard Operating Procedure (SOP) for use during social media communication by them.

(b) This Ministry has been utilizing the services of Broadcast Engineering Consultants India Ltd (BECIL), a Public Sector Enterprises under the Ministry of I&B for engaging few additional resources to supplement the officials entrusted with this responsibility. There is no proposal at present to hire professional agencies to manage social media communications, as Officers of Indian Information Services are engaged in managing the social media communication requirement of this Ministry.

(c) Does not arise

(d) & (e) This Ministry facilitates publicity of various Central Ministries and departments through its social media platforms. It caters to and complements the communication functions and requirements of all Ministries and Departments of Government of India by amplifying their message on social media by sharing the content put out by other Ministries, as well as by publishing original content on the programmes and policies of various Ministries.