

भारत सरकार
जल शक्ति मंत्रालय
जल संसाधन नदी विकास एवं गंगा संरक्षण विभाग
केंद्रीय जल आयोग
जल प्रणाली अभियांत्रिकी निदेशालय



Government of India
Ministry of Jal Shakti
Dept. of Water Resources, RD&GR
Central Water Commission
Water System Engineering Directorate

कार्यालय ज्ञापन

विषय: के.ज.आ. की सोशल मीडिया पर गतिविधियां

के.ज.आ. की सोशल मीडिया पर गतिविधियों के संदर्भ में इस निदेशालय के पत्रांक K-12074/1/2018-WSE DTE I/2240/2018 दिनांक 07.06.2018 (**प्रतिलिपि संलग्न**) के माध्यम से जरूरी निर्देश दिये गए थे। अभी मंत्रालय में उच्च स्तर पर सभी संगठनों की सोशल मीडिया पर गतिविधियों की समयबद्ध समीक्षा की जा रही है और सभी के संबन्धित क्रियाकलापों में सुधार अपेक्षित है। अतः पूर्व निर्देशों के क्रम में संलग्न निर्देश (**Annexure-A**) सूचनार्थ एवं एवं अनुपालन हेतु प्रेषित हैं।

यह सक्षम प्राधिकारी द्वारा अनुमोदित है।

संलग्नक: उपरोक्त

(एस. के. राजन)
निदेशक

सेवा में

1. के.ज.आ के सभी मुख्य अभियंता / सलाहकार
2. निदेशक (आरएम / डब्ल्यूपी और पी / डी एंड आर) - समन्वय, केंद्रीय जल आयोग

प्रतिलिपि:

1. प्रधान निजी सचिव, अध्यक्ष, केंद्रीय जल आयोग
2. प्रधान निजी सचिव, सदस्य (आरएम/ डब्ल्यूपीएंडपी /डीएंडआर), केंद्रीय जल आयोग



Instruction regarding Social Media activities of CWC

Social Media Strategy/Plan

1. Each Organization would develop a brief Social Media Strategy/Plan to highlight the activities of respective organization in consultation with the WSE Directorate. This would include the regular/occasional activities of Organization to ensure that the organization is able to meet the minimum weekly/monthly post requirements as detailed in Para 7 below.

Nodal Officer at Organization Level

2. Each organization would nominate suitable Nodal officer on Facebook page. Nodal officer would be preferably at the level of Director/SE or can be at Deputy Director Level who is well versed with usage of Facebook and having an active Facebook account.
3. In case of his transfer from the organizations/promotion, respective organization head would review and intimate the new Nodal officer/continuation of existing officer. Facebook Username/profile ID of the Nodal officer would be provided to WSE Directorate for providing requisite access on Facebook Page of CWC. (Refer [Annexure-I](#) for obtaining Facebook Profile ID)
4. Organization would notify the details of Nodal officer to all the Directorates/Units within that organization. It would enable that the Nodal officer can be approached for dissemination of relevant information from all the Directorate/Units within the organization.
5. Any relevant question/comment of the general public on Facebook post would be responded by the concerned Nodal Officer of that organization based on jurisdiction/subject matter. If required, Nodal Officer would take the consent of Organization head. This activity would be co-ordinated and monitored by the WSE Directorate.

Nodal Officer at Wing Level

6. Some of the information is coordinated at the level of Coordination Directorates; hence they would also be represented on social media page of CWC. A Nodal officer from Co-ordination Directorate would also be nominated.

Minimum Number of Post/Content

7. Each Nodal officer from respective Organization would submit at least **two posts in a week** on the Facebook page of CWC. In addition to above, each organization would prepare **one small video content on monthly basis** highlighting the activities of organization and how it is beneficial for general public. They would follow the earlier circulated Guidelines in this regard (enclosed as [Annexure-II](#)).

Monitoring Mechanism

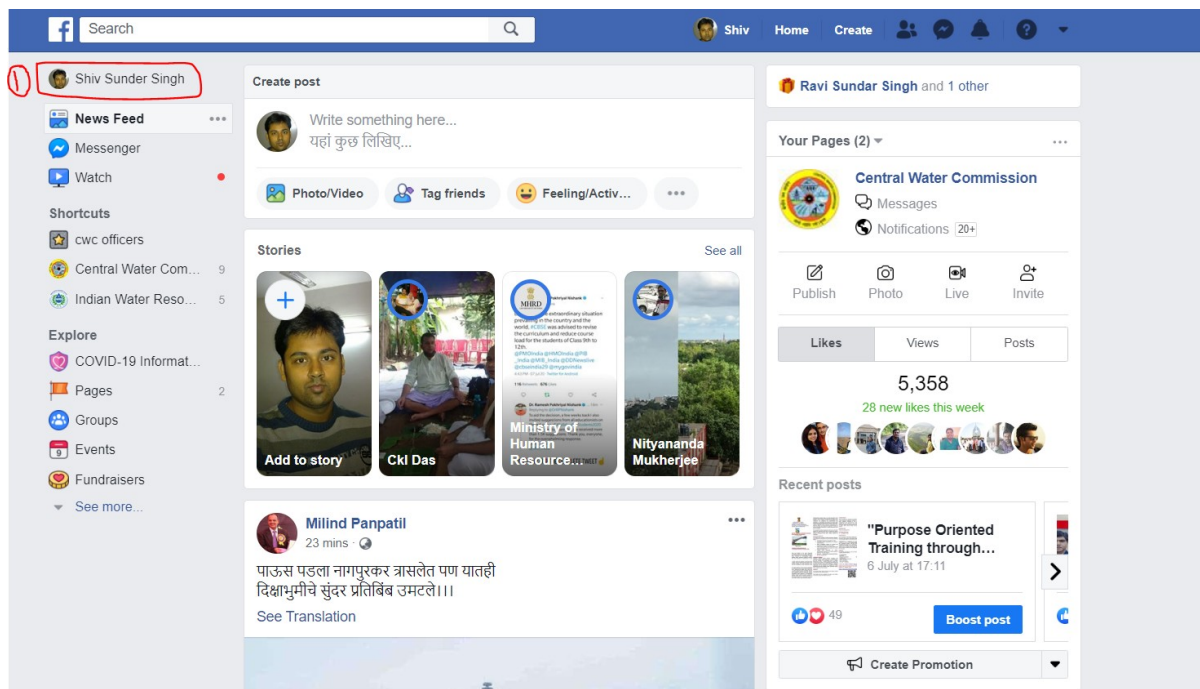
8. Each organization head would monitor the activity of their Nodal officer and ensure that activities of respective organization is highlighted on the Facebook Page of CWC inline to above requirement.

- 9.** In addition to above, the Chief Engineer(HRM), CWC would monitor the progress of the activities on Social Media platforms through periodical meetings with all the Nodal officers.
- 10.** WSE Directorate would also setup appropriate mechanism to constantly interact with the Nodal Officers of various organizations on Facebook Page.

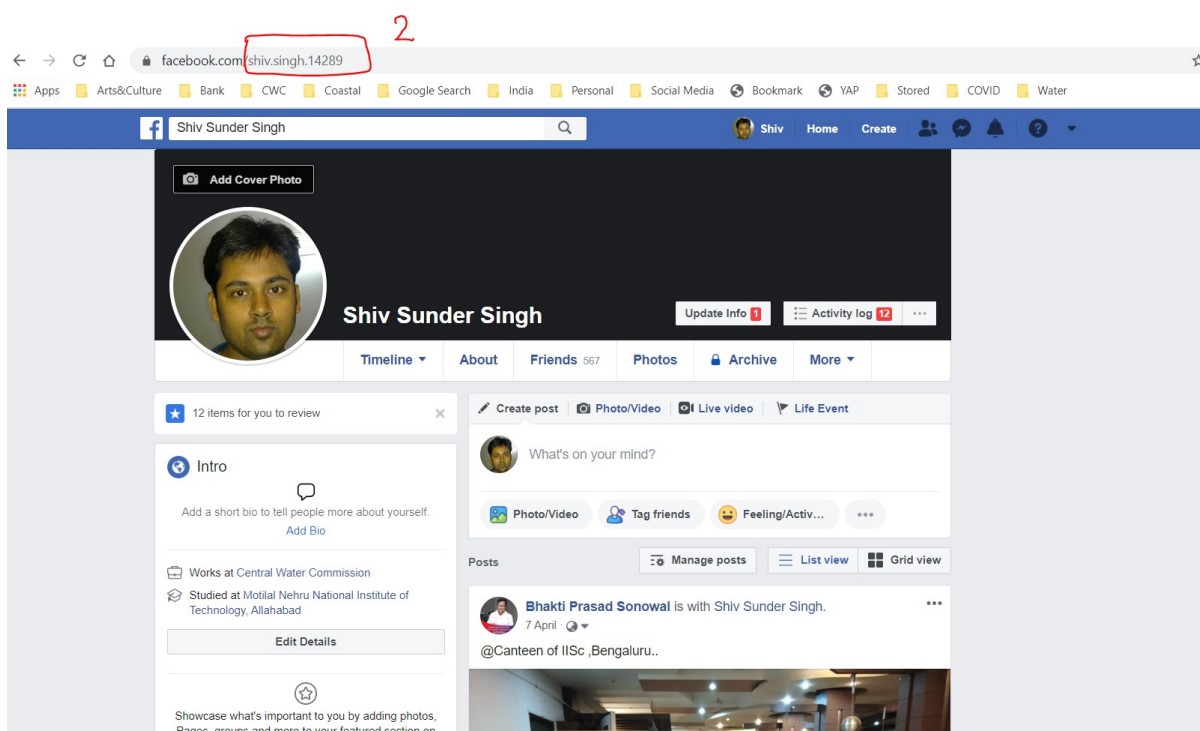
In this matter, officers from WSE Directorate may be contacted for any query/help.

How to get the Facebook ID/Username

Step 1- After Login to your Facebook account click on your image at Left Top corner



Step 2: Note the ID/usernames in address bar



It may be noted that this Username may be different from the ID/E-mail being used for login in Facebook page of CWC.

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Government of India
Ministry of Water Resources, River Development & Ganga Rejuvenation
Central Water Commission
Water System Engineering Directorate

Sewa Bhawan R.K. Puram
New Delhi -110066
Dated June 2018

Circular

Based on the instructions from Ministry, CWC would have its presence on Social Media platforms in conformity with *Frameworks & Guidelines for Use of Social Media for Government Organizations*. In this regard, to start with, a FaceBook page and Twitter account have been created with following URL.

1. - <https://www.facebook.com/CWCOfficial.Gol>
2. - https://twitter.com/CWCOfficial_Gol

Water System Engineering Directorate, CWC would be managing these accounts. Twitter account would be wholly operated by them. However, FaceBook Page would be managed in decentralized manner and respective organizations in CWC would be posting information pertaining to them. SE (Coordination) from the Regional Offices would be given access for posting on the official FaceBook Page of CWC. To avoid redundancy, such officers would post information pertaining to their organization only. Similarly, Nodal Directors under each CE at HQ would be given access for posting on the official FaceBook Page of CWC pertaining to respective organizations. To facilitate this, all the Regional Offices of CWC/NWA/Organizations at HQ would send the FaceBook profile link of respective officer to media-cwc@gov.in so that he/she may be given the appropriate right for posting information on official FaceBook page of CWC.

Currently, the Central Flood Control Room under FFM Directorate, CWC has its own FaceBook page (<https://www.facebook.com/cwccfcr/>) which is operating for last few years. They have a Twitter account as well (https://twitter.com/FFM_CWC) which is being followed by Official account of MoWR, RD&GR. Both of these account will continue and at the same time, Director(FFM) Dte/ Nodal officer managing these accounts will be given access to

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new official Facebook and Twitter pages of CWC and Director FFM is required to post the same information on these new pages as well. In the long run, CWC will have only one Official Facebook page and Twitter handle. They may provide the facebook profile of nodal officer on above mentioned e-mail ID for providing access on CWC's official FaceBook page.

Above officers would follow set of instructions while posting the content on FaceBook page. Same is **attached** for reference and compliance. It is mandatory on part of all officers and members of staff to follow the official Facebook page and Twitter handle.

This issues with the approval of the competent authority.

(शिव सुंदर सिंह)

उप निदेशक

Copy to:

All Officers/Staffs of CWC (through CWC Website)

Annexure**General Guidelines to operate Social Media Platforms of CWC**

Department of Electronics and Information Technology has brought out a **Framework & Guidelines for Use of Social Media for Government Organizations**. This would be followed for any activity on social media platform related to CWC. Additionally, following aspects would be considered for posting information on social media:-

1-Any Media news which criticizes the government or its policy should not be shared on the platform. This will take precedence over any guideline enumerated below.

2-Any news item describing government declarations /policies/schemes related to water sector can be shared on the platform subject to the condition that it does not violate the conditions in the Sl.No.(1) above.

3- The first preference should be given to a PIB release or any government website to share such information or source such information instead of print or news media from the private organizations.

4-Any video content provided by DD News related to water sector showing debate/ discussion can be shared on the social media platforms. Similarly, Parliament questions answered by Water Resources Ministers and as telecasted on Lok Sabha and Rajya Sabha TV can also be shared on social media platforms.

5- Incase, a photograph or video is shared on social media platform, it would be accompanied by a text describing about the media content, date of photograph/video, event name etc.

6- All the editors of CWC Facebook page would ensure that content is not duplicated in any manner. So they will keep a close watch on the previous posts and try to avoid duplication. To the extent possible, they would restrict

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themselves for information pertaining to their organization only. This will reduce the chances of redundancy in the post

7- Few sample events/items worth highlighting on social media are as under:

- Official copy of Flood Forecasts
- Reservoir Bulletins (in appropriate format)
- MoU Signing
- Organizing of training programme
- Discharge Observations
- Independence /Republic Day Celebrations
- Cleanliness Drives
- Activity during Hindi Pakhwada
- Site/office building under construction or inauguration ceremony
- Higher officers presiding or participating in a Seminar/Workshop/conference
- Field Visits

Signature Not Verified

Digitally signed by SHIV
SUNDER SINGH
Date: 2018.06.07 13:10:31 IST

