



# Institution of Valuers

**A PIONEER ORGANISATION IN VALUATION PROFESSION**

(Registered under the Societies Registration Act, XXI of 1860)

Ref. No. IOV/2024/AGC/366

Dated : 24.04.2024

## **INSTITUTION OF VALUERS**

### **IOV**

## **SOCIAL MEDIA COMMUNICATION GUIDELINES, 2024**

ISSUED ON 22<sup>ND</sup> APRIL 2024

### **I. SHORT TITLE AND OBJECTIVES**

- a. IOV recognizes the presence and utility of social media platforms, the council of IOV, in exercise of the powers conferred by its Memorandum of Association and its Byelaws, formed an Advisory Group for Communication on March 9, 2024 (hereinafter referred as “AGC”) to:-
- 1) Develop and implement communication policies for various platforms, including social media, email, and messaging systems.
  - 2) Safeguard IOV's reputation by ensuring all communication aligns with its values, mission, and objectives.
  - 3) Monitor adherence to communication policies by IOV members and employees.
  - 4) Promptly address violations or inappropriate communication behavior.
  - 5) Sensitize IOV members on effective communication practices through training sessions.
  - 6) Collaborate with other committees to address communication-related issues.
- b. AGC hereby issues the IOV (Social Media Communication) Guidelines, 2024 to monitor and streamline the **Social Media, outlining the best practices for any communication on such platforms**, including but not limited to WhatsApp, Telegram, Instagram, LinkedIn, Twitter (X), Facebook, YouTube, blogs undertaken by the IOV HO and its branches and the members and employees.
- c. These guidelines shall be applicable to all the groups formed with the name including IOV or leading to disruptive similarity at central and branch levels. These guidelines shall be read in conjunction with the IOV Byelaws, along with the policies prescribed by the respective social media platforms.



## II. POSTING OF INDICATIVE NEGATIVE CONTENTS NOT PERMITTED

- a. Offensive or obscene comments or non-professional/business-related content, including personal messages, memes, jokes, or any payment links.
- b. Comments related to parallel organizations, whether promotional or negative in accordance with Byelaw no 59 as per IOV's Bye Laws.
- c. Remarks undermining public's confidence and IOV's ability to deliver proper services to the stakeholders.
- d. Posting content amounting to criticism sufficiently strong or persistent to give the impression to undermine the authority of IOV's Senior Management.
- e. Any content which implicitly/explicitly not of IOV but can be taken as view of IOV.
- f. Adverse comment in any form against the Central Government/ State Government or any regulatory authority/ statutory bodies or any equivalent office of IOV's employees, Council members, Office bearers directly or indirectly.

## III. GUIDELINES FOR MESSAGING APPS SUCH AS WHATSAPP USAGE AND MANAGEMENT

- a. In each and every group either managed by the respective IOV branches or Council Members or HO shall have one admin member of the AGC under the monitoring of the AGC with due adherence of these guidelines.

### b. ROLES AND RESPONSIBILITIES OF

#### 1) ADMIN

- i. Use of IOV in group's name shall be allowed only to the groups created and managed by key office bearers of the council or executive committee or any one authorized by the AGC, as Admin of those groups.
- ii. Acceptance and adherence of this document and code of conduct is mandatory for admins.
- iii. Specify the rules clearly in the Group Description box to be followed, and any member/content that violates the guidelines shall be promptly removed.
- iv. Utilize features like disappearing messages and message-sending restrictions to manage spam and maintain order.



- v. Inform the AGC upon joining any similar or parallel groups as admin.
- vi. Response to negative comments or feedback received on a post cautiously, keeping in mind how it would reflect upon the public image of the institution.
- vii. Send invitation link to prospective members individually, rather than adding them randomly in the group.

## 2) Members

- i. Shall not use the logo, trademarks, identity of IOV in the communications/ posts.
- ii. Shall acknowledge adherence of this document.
- iii. Report any violations of this document by any other members to the group admin for appropriate action.

## IV. GUIDELINES FOR SOCIAL PLATFORMS OTHER THAN MESSAGING APPS USAGE AND MANAGEMENT

- a) IOV shall have only one officially recognised Social Media Account/page on each platform which shall be managed by the Head Office and monitored by the AGC.
- b) Any content at the officially recognised IOV account/ page shall be monitored by AGC in accordance of these guidelines.
- c) The AGC shall have the right to modify/suggest or delete any comments if it considers that the same are disparaging or may bring disrepute to the IOV or the profession of Valuers and/or are or not in line with the policies of the IOV or are unwarranted in any manner or contrary to the prevalent laws and regulations, whatsoever.
- d) IOV branches shall send the official communication for posting on social media to the IOV HO / AGC.
- e) Any person / Office other than the admin or person authorized by AGC shall not create any unofficial social media account/ page and shall not make any communication with the global community through Social-Media in an unofficial manner.

## V. IN CASE OF CONTRAVENTION

- a) All existing accounts/identities/profiles/groups that give the impression of belonging to IOV or result in deceptive similarity must be deleted or obtain approval from AGC within 7 days of the effective date of these Guidelines.



- b) The author/admin/creator of that page/profile/group must formally intimate such deletion to the IOV HO / AGC, failing which necessary action will be initiated against the concerned persons or groups in accordance with the provisions of MOA read with the byelaws framed thereunder.
- c) The AGC may suspend, block or restrict access to an account, independent of such procedures on failure of observance of Point No II or when it reasonably appears necessary to do so in order to protect the integrity, security, or functionality of IOV or other computing resources or to protect the IOV from liability.
- d) The IOV may also refer suspected violations of applicable law to appropriate law enforcement agencies.
- e) The IOV may also suspend, block or restrict access to an account in order to protect from the Trade Marks infringement.

## **VI. POWER OF THE COUNCIL TO DIRECT OR MODIFY THESE GUIDELINES**

Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

## **VII. REMOVAL OF DIFFICULTIES**

If any difficulty arises with respect to the observance of these Guidelines, or some unforeseeable circumstances occur which have not been expressly provided for in these Guidelines, the Registrar or the General Secretary, IOV shall decide the matter in consultation with President, IOV and pass such orders as may appear necessary or expedient for carrying out the objectives of these Guidelines.



(Registrar)

Institution of Valuers