



PLATINUM JUBILEE

RAJARAMBAPU INSTITUTE OF TECHNOLOGY

An Empowered Autonomous Institute, Affiliated to Shivaji University, Kolhapur

Approved by AICTE New Delhi., D.T.E., Govt. of Maharashtra

NAAC 'A+' Grade N.B.A. Accredited

K.E. Society's



Ref:RIT/ ESTB/3599/2024-25

Date: 17 APR 2025

NOTICE

Guidelines for Circulating Club Activities on Social Media

All Faculty and Student Club In-Charges are hereby informed to follow the below mentioned guidelines while promoting or sharing club-related activities on Institute/Respective Club social media platforms:

- Each post must clearly mention “**RIT <<Name of Club>>**” to ensure institutional branding and identity. E.g. RIT Drama Club, RIT Oyster Club etc.
- All club branding (logos, posters, digital content) must mandatorily include the official RIT logo. (Attached Herewith)
- The social media handle of any student club must follow the handle name format: **RIT <<Name of Club>>**. For example, the Instagram handle of the Drama Club, currently *rit_nautanki*, should be renamed to **RIT Drama Club**.
- All student clubs must also use the format **RIT <<Name of Club>>** on their branding materials, such as mementos, t-shirts, hoodies, caps, etc.
- Content must be appropriate, professional, and aligned with the values and policies of Rajarambapu Institute of Technology (RIT).
- All content must be reviewed and approved by the respective Faculty Coordinator or designated authority before posting.
- Use only high-quality, original media and ensure there is no copyright violation.
- Maintain uniformity in the use of design elements such as logos, hashtags, and taglines.
- Use the following institutional hashtags in every post along with your hashtags:
#RIT #studentdevelopment #technicaleducation #technicalclub
- Tag relevant RIT officials in your posts from your official club social media handles, such as: Director, Dean, Head of Department (HoD), Faculty Coordinator.
- For any collaboration with an external industry, agency, student club, or similar entity, student clubs must obtain prior permission from the Institute authorities.

This will help ensure better visibility, engagement, and acknowledgment of Institute club's contributions within and beyond the campus community. Your cooperation in maintaining a consistent, professional, and institutional digital identity is highly appreciated.



Director