

Subject REMINDER- II : Use of Social Media to disseminate information to Citizens - Reg.  
From "Director,Dept. of Information Technology Pondicherry" <directorit.pon@nic.in>  
Date Monday, July 25, 2016 12:09

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OFFICE OF THE DGP  
PUDUCHERRY  
No. 30216/16  
Date 25/07/2016

Sir,

With reference to the Circular attached, I am to state that as desired by the Hon'ble Lt. Governor, all the Departments were requested to open their individual Social Media Handles and provide a link for the same in their respective Departmental website vide emails dated 04.07.2016 and 14.07.2016

Only few Departments have responded regarding this. It is, therefore, requested to expedite the action at the earliest.

For any clarification, please contact : (i) Shri G. Keerthi Vasan, Consultant-SeMT, Mob : 95000 47186, email : keerthi.vasan@semt.gov.in

(Note : Those who have already done, please ignore this email )

OFFICE OF THE IGP  
PUDUCHERRY  
No. 1232/CR/16  
Date 26/07/16

With warm regards,

Dr. A.S. Sivakumar, Director,  
Directorate of Information Technology,  
#505, II Floor, PRD Complex,  
Kamaraj Salai, Saram, Puducherry - 13.  
Off. 0413-2246090  
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*Handwritten notes:*  
14/7  
SPP (K) SPP (H2)  
25/7

Office of the Sr. Supdt. of Police  
Law & Order, Pondicherry.  
No. : 1774  
Date 22-7-16

*Handwritten note:*  
web offr.

With warm regards,

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Y.S. JANTU 14/7/16

GOVERNMENT OF PUDUCHERRY  
DIRECTORATE OF INFORMATION TECHNOLOGY

No: / DIT/ SeMT/ Social Media/ Circular/ 1

4 July 2016  
Puducherry

**CIRCULAR**

Sub: DIT – Use of Social Media to disseminate Information to citizens - Reg.

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Social Media has emerged as the fastest growing Information and Communication Technology tool enabling Governments to interact with citizens. It is increasingly being used in Government for public engagements for disseminating information, policy making, recruitments, generating awareness, education, etc.

Proactive digital engagement with citizens produces very strong results with small resource. With these new channels and with limited resources the government will be able to provide citizen the information they need in the way they want to get it. Social media spread in India includes  Facebook,  Twitter,  Whatsapp,  Youtube, Blogs, discussion forums.

As desired by Hon'ble Lt. Governor during the Departmental review meeting held on 13.06.2016, all the Departments are requested to open their individual Social Media Handles (thro official NIC mail IDs) and provide a link for the same in their respective Department websites. A nodal officer shall be nominated to handle these social media accounts who would post information on important department's events, Government orders, and reply to comments / grievances posted by the citizens. In this regard, Departments are requested to adopt the "Social Media Framework & Guidelines" provided by Department of Electronics & Information Technology, Government of India and the same can be downloaded from [http://dit.puducherry.gov.in/pages/DIT\\_Downloads.html](http://dit.puducherry.gov.in/pages/DIT_Downloads.html). Departments are requested to update the information on the nodal officer nominated in the spreadsheet available in the link <https://goo.gl/qrWAE> latest by 15<sup>th</sup> July, 2016.

For any clarification, the departments may contact G Keerthi Vasan, Consultant - SeMT (Cell # 95000 47186, [Keerthi.vasan@semt.gov.in](mailto:Keerthi.vasan@semt.gov.in)) for assistance, if any.

  
Dr. A S Sivakumar  
Director (IT)

To,

All HoDs' Concerned

Copy to

1. PA to the Secretary (IT) – For information please