

TAMIL NADU PUBLIC SERVICE COMMISSION

Office Order No.199, dated 20.12.2023

Sub:- Social Media - Micro Blogging - Creation of Official 'X' (Formerly known as Twitter) Verified Account - Maintenance - Roles and Responsibilities - Do's and Don'ts - Reg.

The following orders are issued with regard to the procedures to be followed while creating and maintaining the verified official 'X' (Formerly known as Twitter) account of the Commission's office. The purpose of this office order is to provide detailed instructions for operation of the Commission's Official 'X' (formerly Twitter) Account, along with a list of do's and don'ts that all the staff/Officers of the Commission's office must follow.

A) Objectives:

In order to enhance communication and efficient dissemination of information, the Tamil Nadu Public Service Commission (TNPSC) has decided to create an Official Verified 'X' (Formerly Twitter) Account.

The objectives of the official Verified 'X' (Formerly Twitter) account are as follows:

- i. To provide timely, accurate and reliable information to the public.
- ii. To promote transparency and enhance public trust in the TNPSC.
- iii. To post updates on notifications & vacancies, publication of results and other important announcements.
- iv. To promote the Commission's initiatives.

B) Guidelines (Do's and Don'ts):

All the staff/Officers handling the official 'X' account of the Commission, shall abide by the following guidelines:

Do's:

- i. Ensure that all the details contained in the posts hosted on the Commission's social media Platform 'X' are accurate, official and in line with the Commission's instructions and the Government Policies.
- ii. Permit only one way Communication from the Commission's side and disable the Comments section.

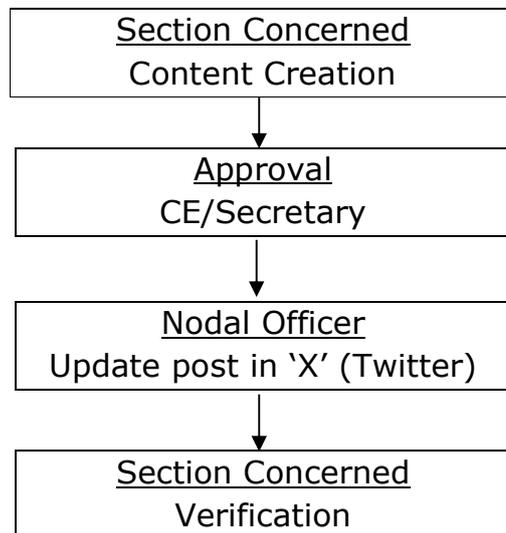
- iii. Respond promptly and professionally regarding the news/rumours circulating related to TNPSC.
- iv. Post official press releases, notifications and updates from the TNPSC.
- v. Promote the Commission's initiatives through relevant information.

Don'ts:

- i. Post any personal or unofficial content.
- ii. Engage in any form of political or controversial discussions.
- iii. Respond to inflammatory or abusive comments with similar language.
- iv. Share any sensitive or confidential information/documents.
- v. Repost or promote any unofficial or unverified information.
- vi. Engage in any form of online altercation or arguments.

C) Content Creation and Approval Mechanism:

- The Section concerned shall be responsible for the content which has to be posted on 'X' Platform (Twitter). The Draft post shall be sent to the Nodal Officer for publishing the content only after getting approval from the Secretary/ Controller of Examinations, as the case may be.



- Sections concerned shall be responsible to respond immediately by following the above said approval mechanism, if any negative news or fake newsis being circulated in media/social media.

- Content shall be specific and tailored to suit the 'X' Platform on which it is being published and approval may be solicited from the Secretary or Controller of Examinations as the case may be, for the exact text which is to be posted on 'X' (Twitter).

The Nodal Officer shall post in the 'X' account of the Commission in the following circumstances,

- After Publication of Commission's Notification for Recruitment or Departmental Examination or Half Yearly Examination in the Commission's Website.
- After Publication of Results in the Commission's Website.
- After Publication of Press Releases in the Commission's Website.
- Launch of new initiatives or decisions made by the Commission.
- On the day of hosting annual planner in the Commission's Website.
- Any other important event or whenever ordered by the Controller of Examinations or Secretary.

D) Roles and Responsibilities of Nodal Officer:

- The Nodal Officer in the cadre of Under Secretary shall be responsible for maintaining the Official 'X' Account's user name, password and Two-Factor Authentication (2FA -Users has to enter a code/security key/text from their phone, in addition to their password when logging in). Two-Factor Authentication makes it more difficult for the hackers to gain access to the account, even if the password is compromised. Nodal Officer shall be provided with a mobile with phone number at minimum possible annual recharge for Two Factor Authentication (2FA).
- The Nodal Officer shall get clarification from the authorities concerned for any doubts regarding the information to be posted in the Social Media Platform 'X'.
- In the absence of the Nodal Officer, the posts/draft tweets shall be posted by the website coordinator, if required. However, the authentication key/code shall be held in confidence by the Nodal Officer.

E) Payment to the Verified 'X' (Formerly Twitter) Account:

In order to curb impersonation, the account created for the Commission's Office in the 'X' Platform shall be a verified account. It helps to verify the Commission's identity and distinguish it from impostors.

- The VMD Section shall ensure that necessary payment is made towards managing Commission's Official 'X' (Twitter) account, annually. Such payment shall be recorded in a separate register and attested by the Under Secretary (VMD).
- The Annual subscription cost for the Verified 'X' Account (formerly Twitter) may be subject to variation as per the changes in the platform X's policies from time to time.
- The Official Phone number provided to the Nodal Officer shall be recharged by the BSFD section (using annual subscription method) at minimum possible recharge value, without any delay.

F) General:

- Training and Awareness: Personnel Department (MM) shall organize training sessions for the personnel handling the official 'X' (Formerly Twitter) account to ensure a thorough understanding of the guidelines and effective use of the 'X' platform.
- All personnel concerned shall adhere to these guidelines without any exception. Any Staff/Officers found to be in violation of the guidelines mentioned above shall be subjected to disciplinary action, as per the rules and regulations in force.
- 'X' Platform updates its Privacy Policy from time to time, in terms of collecting and managing user's personal data. Accordingly, the Commission's Office shall take decision in adherence to the Information Technology Acts of the Government and any other Rules/Laws/Regulations applicable, as and when required.

**S. GOPALA SUNDARA RAJ I.A.S.,
Secretary**