



Subject: Guidelines on the Use of Social Media Platforms by Employees, Outsourced Personnel, and Students of GMC Handwara and Associated Hospitals.

CIRCULAR

Whereas, it has been observed with concern that various social media and digital networking platforms—including but not limited to Facebook, WhatsApp, Instagram, X (formerly Twitter), Telegram, and YouTube—are occasionally being utilized by certain employees, officials, outsourced staff, and students in a manner that contravenes institutional discipline, professional ethics, and standing Government directives; and

Whereas, comprehensive guidelines governing the use of social media by Government employees have already been established and notified via **Government Order No. 1646-JK(GAD) of 2017 dated 26-12-2017** and **Circular No. 09-JK(GAD) of 2023 dated 24-03-2023**, issued by the General Administration Department, Jammu & Kashmir;

Now, therefore, in view of the aforementioned regularities and to maintain the decorum of this institution, all faculty, administrative staff, outsourced personnel, and students of Government Medical College, Handwara, and its Associated Hospitals are hereby directed to strictly adhere to the following regulatory instructions:

1. **Unauthorized Disclosure of Information:** No individual shall publish, upload, circulate, or share any confidential data, official documents, patient-related records, or institution-specific information/media on any social media platform without prior explicit authorization from the competent authority.
2. **Public Criticism and Comments:** Personnel and students are strictly prohibited from airing grievances, criticizing, or commenting upon Government policies, administrative decisions, institutional operations, senior officials, colleagues, or workplace matters on public or social media platforms.
3. **Prohibition of Objectionable Content:** The dissemination of vulgar, defamatory, threatening, communal, political, misleading, or otherwise objectionable content that compromises the reputation, integrity, or smooth functioning of GMC Handwara and its Associated Hospitals is strictly prohibited.
4. **Grievance Redressal Mechanisms:** Any grievances concerning the workplace, academic affairs, patient care, administration, or service matters must not be aired on social media. Such matters must exclusively be routed through established, formal institutional channels.
5. **Restrictions on Media Capture:** Photography and videography within the college or hospital premises—specifically inside Operation Theatres (OTs), patient wards, emergency departments, and academic sections—for the purpose of social media circulation is strictly prohibited unless authorized for official use.
6. **Code of Conduct:** All individuals associated with this institution must maintain exemplary conduct when utilizing social media in their personal capacity and must refrain from any online behavior unbecoming of a public servant or professional.
7. **Responsibility of Group Administrators:** Administrators and moderators of any official or unofficial digital groups associated with GMC Handwara and its Associated Hospitals shall be held accountable for ensuring that no inappropriate, misleading, or unauthorized content is permitted or circulated within their respective groups.





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All Heads of Departments, Section Heads, Medical Superintendents, and Hospital In-charges are directed to ensure the wide dissemination of this circular within their respective jurisdictions for strict and immediate compliance. Non-compliance shall invite disciplinary action under the rules in vogue.

Principal

Government Medical College, Handwara

No: PS/GMCH/2026-27/510-13.

Dated:20-05-2026

Copy to the:

1. All Heads of Departments (HoDs) / Section Heads, GMC Handwara.
2. Medical Superintendent, Associated Hospital GMC Handwara.
3. I/C IT Cell, GMC Handwara, with the direction to upload this circular on the official institutional website for widespread publicity.
4. All Institutional Notice Boards for information and compliance.