

GUIDELINES FOR SOCIAL MEDIA COMMUNICATION – AMHSSC BRANDING AND COMPLIANCE GUIDELINES

Social Media Guidelines:

Social media is a transformative force in today's digital landscape, and AMHSSC recognizes its crucial role in driving skill development across the apparel, made-ups, and home furnishing sector. A strategically managed and engaging social media presence not only amplifies awareness but also strengthens stakeholder connections, fosters industry collaboration, and accelerates sectoral growth.

As social media platforms and trends continue to evolve, AMHSSC remains steadfast in upholding its core values. Employees, partners, and stakeholders engaging on these platforms must ensure that their communications align with the **Government of India's Skill Development initiatives** and uphold AMHSSC's mission and vision, reflecting professionalism, integrity, and a commitment to excellence.

AMHSSC'S SOCIAL MEDIA ENGAGEMENT POLICIES

- **Uphold authenticity, accuracy, and professionalism** in all social media communications, ensuring that shared content is reliable, relevant, and aligned with AMHSSC's values.
- **Approach disagreements and conflicts with professionalism and respect.** Responses should be fact-based, courteous, and constructive. Misinformation about AMHSSC should be addressed thoughtfully, providing clear and accurate information without resorting to abrupt or defensive reactions.
- **Foster transparency in communication** to strengthen credibility and build lasting trust with stakeholders. Clear, honest, and open interactions enhance AMHSSC's reputation and industry standing.
- **Exercise diligence in content review** before posting on AMHSSC's official social media accounts. Every interaction contributes to shaping public perception, making it essential to ensure accuracy, appropriateness, and alignment with organizational objectives.

OUR ONLINE PRESENCE

We actively engage with our audience on the following platforms:

- **Facebook:** <https://www.facebook.com/AMHSSCIndiaOfficial/>

- **X (formerly Twitter):** <https://x.com/amhsscindia?lang=en>
- **LinkedIn:** <https://www.linkedin.com/company/amhsscindia/posts/?feedView=all>
- **Instagram:** <https://www.instagram.com/amhsscindia/>

IMPORTANT KEYWORDS AND HASHTAGS

Handles Commonly Tagged:

- **@MSDESkillIndia** – Skill India
- **@NSDCINDIA** – NSDC India
- **@NCVET** – National Council for Vocational Education and Training

Frequently Used Hashtags:

#SkillIndia | #TextileSkills | #FutureOfFashion | #ApparelSkills

CREATIVE GUIDELINES FOR SOCIAL MEDIA

All content shared on AMHSSC’s social media platforms must adhere to official creative guidelines, ensuring consistency and professionalism in brand identity.

Logos, Corporate Identity, and Branding

- The **AMHSSC logo must remain unaltered**—it should never be stretched, distorted, or modified.
- The logo should be **clearly visible in all creative materials** to maintain brand recognition.
- Profile images across AMHSSC’s social media platforms should be **distinct and representative of the organization’s services, campaigns, or initiatives**.

Recommended Image Dimensions for Social Media:

Platform Logo Size

Facebook 160x160 px (with a 20 px border)

LinkedIn 300x300 px (min) / 400x400 px (max)

X (Twitter) 400x400 px

Guidelines for Using Employee Photos or Images

- **Obtain prior consent** before using any employee images in social media posts or promotional materials.
- **Ensure that employee photos align with AMHSSC’s values**, portraying professionalism, integrity, and a positive brand image.

CREATIVE TOOLKIT

Key Elements:

- **Color, Typography, and Imagery:** All visuals should align with AMHSSC’s branding and be well-designed.

Brand Logo:

- The logo should always be **appropriately placed** in branding materials.
- Altering the logo’s colors, proportions, or format is strictly prohibited.

Corporate Fonts:

- **Poppins**
- **Anton**

Brand Colors:

Color	Hex Code	RGB	CMYK
Blue	#04559F	4, 85, 159	0.97, 0.47, 0.00, 0.38
Pink	#EC268F	236, 38, 143	0.00, 0.84, 0.39, 0.07
Dark Grey	#444444	68, 68, 68	0.00, 0.00, 0.00, 0.73

IMAGERY

- Use only **high-quality, clear images** aligned with AMHSSC’s messaging.
- Backgrounds should be **clean, professional, and well-lit**.
- All images require **prior approval before publication**.

VIDEO CONTENT GUIDELINES

- Videos should be recorded **in landscape mode**, free from background noise.
- **Optimal duration:** 45–60 seconds.
- Videos should include:
 - **Name of the featured individual**
 - **Designation and company name**

BRAND STATIONERY

Logo and Font Usage:

- Official brand stationery—including business cards, letterheads, envelopes, invoices, and posters—must comply with AMHSSC’s brand identity guidelines.

Presentation Format:

- All official presentations must adhere to AMHSSC's brand template for consistency.

PICTURE GUIDELINES

- Frames should be straight, and photos must not be taken from extreme angles.
- Ensure that subjects are **centered for a well-balanced composition**.
- Avoid distorted or distracting backgrounds.
- Crop images carefully to **retain all key elements**.
- **Follow the Left-to-Right Rule:** Compose photos in a way that naturally guides the viewer's eye from left to right.

CREATING AND MANAGING SOCIAL MEDIA ACCOUNTS

- Official AMHSSC social media accounts must uphold **brand values and professional identity**.
- The use of **third-party brand names** on AMHSSC's official accounts is strictly prohibited.
- **Secure password protection and controlled access** are essential for maintaining AMHSSC's credibility.
- A **dedicated business email address** must be used for creating and managing official social media accounts.
- Profile information must remain **accurate, transparent, and aligned with AMHSSC's objectives**.

By adhering to these guidelines, AMHSSC ensures a **professional, engaging, and impactful** presence across social media, strengthening its commitment to skill development and industry excellence.
