Skill India

ASDC
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

N·S·D·C
National Skill Development Corporation
Transforming the skill landscape

ACMA
Automotive Component Manufacturers Association

SIAM
Society of Indian Automobile Manufacturers

FADA
Federation of Automobile Dealers Association

ASDC™
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

SOCIAL MEDIA GUIDELINES

GUIDELINES FOR SOCIAL MEDIA COMMUNICATION

1. CORPORATE POLICIES AND GUIDELINES

What are our Social Media Guidelines?

Content pieces such as online videos, images, audio clips, and online discussion forums are crucial parts of the people's lives and ASDC recognizes their importance. The creation of comprehensive, all-encompassing social media strategies requires their assistance and therefore, these pieces are an integral part of the brand's functioning.

Social media trends, tools, and sites are ever evolving and vary from situation to situation but ASDC's commitment towards the brand value stands unaltered, in every scenario. Therefore, we encourage all of our employees' active on various social media platforms to adhere to the very heart of the brand and keep the brand's promise and values in mind while interacting in the social media domain.

2. ASDC'S SOCIAL MEDIA ENGAGEMENT POLICIES

2.1 Accuracy, fairness, trueness, and authenticity of information must be keep at the top while commenting on the social media platforms.

2.2 Conflict of agreement is a common occurrence. However, even in case of disagreement, sincerity and politeness must be maintained. In case any external party furnishes misinformation about the company with or without the intention of harming the company's reputation, reaction presented should be sound, wise, and should not stop the dialogue unilaterally or abruptly.

2.3 Lucidity and clarity of ideas and communication must be maintained.

An important point to factor in is that comments are mere opinions, thoughts or perceptions of the general public. For the best interest of the brand, the conversations might be retained, monitored and/or reviewed by ASDC. Being an employee, therefore, calls for your sincerity and clarity of expression while furnishing any comments or posting on ASDC's social media accounts.

3.   BRAND MISSION AND VISION

- To continually develop and upgrade Automotive skills for higher value additions (higher value addition through Skilling will facilitate capital creation, leading to more economic activity and consequent additional job).

- Making Skills aspirational and integrated with academic pathways

- Honoring and celebrating the Skilling achievements

To be achieved through:

- Complete commitment of the industry (SIAM, ACMA and FADA) who are already contributing a lot in Skilling on their own

- Ensuring credibility, reliability and robustness of the Skill Assessment process

- Skill competitions

4.   OUR ONLINE PRESENCE WILL BE ON THE FOLLOWING PLATFORMS

https://www.facebook.com/AutomotiveSkillsDevelopmentCouncil

https://twitter.com/SkillsASDC

https://www.linkedin.com/in/asdcindia/

https://bit.ly/3ax1Ykz

https://www.instagram.com/asdc_india/

5. IMPORTANT KEYWORDS AND HASHTAGS

Handles usually tagged-

- @nikunjsanghi – Mr. Nikunj Sanghi, Chairman-ASDC
- @arindaml – Mr. Arindam Lahiri, CEO- ASDC
- @ACMAIndia – ACMA India
- @siamindia – SIAM India
- @NSDCINDIA – NSDC India
- @MSDESkillIndia – Skill India
- @FADA_India – FADA India

Hashtags usually used-

#Skilling | #Skills4All | #AbSkillsKiBaari | #SkillingIndia | #SkillFromHome | #Auto | #Skills | #Automobile | #AutoIndustry

6. Creative Guidelines for Social Media

Creative guidelines must be diligently and wholly adhered to and complied with while developing and/or publishing content via the social media channels of the brand.

6.1 Logos, Corporate ID and Product Brand Names

To present a robust brand image, as well as ensuring a continual, parallel brand voice of the company and its umbrella brands, all the content pieces constructed must comply with the corporate and/or brand manual.

Profile Image

On each of the social media handle of ASDC, the profile image should make it simpler for the users to recognize, 1) that media launched in question is ASDC's asset, 2) the service or the campaign to which the content is related, and 3) the country or the region targeted, for users to define the destination when posting a comments or responding to messages.

Please maintain the appropriate dimensions of the logo in the profile image; the logo should not be distorted in any manner.

Preferred image size for various social media channels are as follows:

Social Media Channel	Logo Size
Facebook	Square image of 160 pixel x 160 pixel dimension (with a border of 20 pixel x 20 pixel)
LinkedIn	300 pixel x 300 pixel (minimum)/ 400 pixel x 400 pixel (maximum)
Twitter	400 pixel x 400 pixel/ 73 pixel x 73 pixel

6.2   Use of Employees' Photos or Images

If, for any purpose, the image of an/the employee(s) of the ASDC is to be used, appbosite consent of the employee(s) in question must be obtained. Additionally, Use of employee photos or images should reflect the brand values

Creative Toolkit

The ASDC's creative toolkit comprises of three key elements- color, typography, and imagery. The idea is to execute and present a powerful messaging to imprint a mark on the audience's minds. These elements must therefore be used strategically and fairly.

Brand Logo

A logo is the utmost important thing to a brand's identity. High caution must therefore be taken before deploying the logo on a content piece. Some key do's and don'ts to be followed are below-listed:

ASDC Logo Placement: Centre

✕ Do not skew or scale the width or height	

✕ Do not alter color from accepted standards	
Logo to be used –	
B&W version of the logo –	
Logo strip on social media creatives: Top Strip-	
Bottom Strip-	

Corporate Fonts

Primary Font – Open Sans
Secondary Font - Poppins

Brand Colors
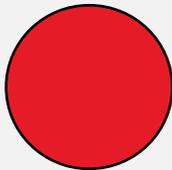
Solid Red
RGB: 229:28:39
CMYK:
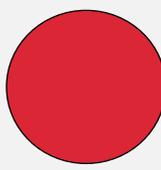
Rusty Red
RGB: 217:38:53
CMYK:
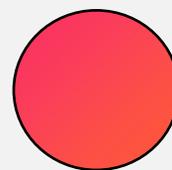
Reddish Gradient
RGB 1: 250:51:97
RGB 2: 253:86:58
**CMYK 1:** 0:92:46:0
CMYK 2: 0:81:81:0
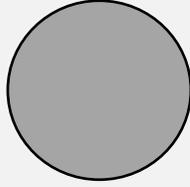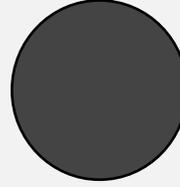
Grey RGB: 165:165:165	Black RGB: 68:68:68 CMYK:

Imagery

Self-informing, clean, and minimalistic imagery must be resorted to in order to deliver the message clearly and swiftly. To prevent any issues with respect to display of the imagery on the any media landscape, all imagery should be used only after prior approvals from our specialists. The background and other elements of the imagery should be clear, natural, well-lit, and should feature message-relevant setting(s).

Videos

The view for the videos taken should be Horizontal and shot in a quiet room with no background noise. Duration of the video should range from 45 to 60 seconds and any editing must furnish the following details:

- Name
- Designation
- Company name

Brand Stationery

Logo and font to be used as per the guidelines for Brand Stationery such as Business cards, letterheads, envelops, Pens, Invoice book, Calendars, Posters, Newsletter, Notepads, ID cards, Visiting Cards etc.

Presentation Format

Presentations to be shared in the below format only.

Picture Guidelines

- The frame should be **kept straight,** and the picture should **not be clicked from either corner** of any room. The idea is to bring all the subjects in one frame with a centre shot.
- **Don't Cut Off Limbs:** Keep an eye on the edges of the frame to make sure the person being clicked hasn't had any of their body parts chopped off by it
- The **background** of the image should **not be distorted**.
- **Fill the Frame:** Filling the frame with your subject, leaving little or no space around it can be very effective in certain situations. It helps focus the viewer completely on the main subject without any distractions. It also allows the viewer to explore the detail of the subject that wouldn't be possible if photographed from further away.
- **Left to Right Rule:** There is theory that says we 'read' an image from left to right in the same way we would read text. For this reason, it is suggested that any motion portrayed in a photograph should flow from left to right.

CREATING AND MANAGING SOCIAL MEDIA ACCOUNTS

1)   All the account names must reflect the overall brand values of ASDC. Use of other corporations' brand names is strictly prohibited and while using generally common terms and terminologies for the account, ASDC brand or sub-brand name must be combined.

2)   Protection and conservation of the password and other important credentials is crucial for maintaining ASDC's reputation and image. Once created, for each social media account, the password must be provided to the ASDC's management at the earliest.

3)   Many social media platforms require an e-Mail address for the account to be created. For the same, it is highly recommended that a dedicated e-Mail address (a business mailing list) be created for the media account preliminarily. This will ensure the safety of the account, as well as assist in making sure that emails to the social media account are not lost in an employee or personal email inbox. It also makes it possible for have multiple people responding to the emails when necessary.

4)   Almost every social media account presents the option of creating the profile of the user when created at first. Social media accounts created on ASDC's behalf should furnish accurate and truthful information about ASDC or the relevant brand- such as stating the name of the sales company, regional headquarters office and, if applicable, the objective of the account. Information added on the user accounts made on ASDC's behalf should not be misleading and should not try to disguise that the account was opened on ASDC's behalf.

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