



E-office File: BSNLCO-CORM/16(11)/2/2022-CORM

Dated: 10/05/2023

To,
The CGM's
All BSNL Territorial /Non-Territorial Circles

Subject: Popularizing BSNL Social Media-reg.

BSNL utilizes the potential of Social Media platforms for its brand promotion and latest developments in the field of telecom sector on day to day basis. Social Media campaigns are also being held regularly to enhance user engagement and to promote new plans and services.

To sustain our presence and wider reach on Social Media platforms, which may not be possible without profound involvement of Circles/ field units, it is felt that all the territorial/Non-territorial circles must identify / associate with the official pages of BSNL Corporate, CMD BSNL and mutually all other circles also and further follow each other pages. Apart from this, BSNL workforce may also be encouraged in this activity to follow & share the information & contents put on the BSNL social Media platforms.

In this regard, the personal attention is invited to impart thrust on this activity. Some of the measures that may be regularly taken are as follows:

- 1) Circles are directed to create their own official accounts if not already created on all social media platforms and must visit regularly the official pages of BSNL Corporate, CMD BSNL & Circles among each other on all social media platforms with like, share, follow & re-tweets.

The following are the BSNL Corporate & CMD BSNL official Face book, Twitter ID's and Instagram, KOO pages & YouTube channel.

Sr.No	Social Media Platform	Link
1.	Face Book	www.facebook.com/BSNLCorporate www.facebook.com/cmdbsnl
2.	Twitter	www.twitter.com/BSNLCorporate , www.twitter.com/cmdbsnl
3.	Instagram	www.instagram.com/BSNLCorporate
4.	KOO	https://www.kooapp.com/profile/bsnl
5.	YouTube	https://www.youtube.com/channel/UCkDLdKcDQW67F1vhyrDldRw

- 2) All Unit heads including CGMs, BA Heads, may emphasize on this vital aspect regularly in their address to employees in circles offices, during BA heads meetings & their meetings with Unions/Associations.

- 3) All BSNL employees should be motivated to have their personal Twitter / Facebook & Instagram and to follow BSNL Corporate and CMD BSNL pages. Not only this, they should also be encouraged to invite their friends & family members to like, share, follow BSNL Social Media channels and make positive comments.
- 4) Sales & Marketing / IT / PG / EB teams of circles must also visit BSNL Corporate & CMD BSNL Social Media pages on daily basis for regular updates on new tariffs, schemes, promotional offers and those are to be uploaded on their respective Social Media handles.
- 5) All circles need to provide details (Name, Mobile No. & E-mail id) of one Nodal and their controlling officer handling social media work related activities.

I hope that the small step towards this important activity will definitely yield big results to BSNL on Social Media platforms.


01/05/2023
AGM (Corporate Marketing)
BSNL CO, N. Delhi

Copy To:

1. CMD BSNL.
2. All Directors, BSNL Board.