

No. BSNLCO-CORM/11/1/2024-CORM

Dated 23.01.2025

To  
All Chief General Managers  
BSNL Telecom Circles

**Subject: Creation of Social Media Accounts by BSNL Employees to enhance BSNL reach and increase fan following – Regarding**

In today's digital age, social media has become a critical tool for communication, networking, and promoting awareness about our brand and services. It plays a key role in enhancing visibility and engagement.

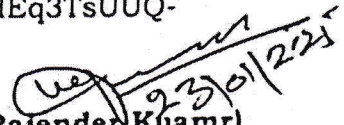
During a recently held review meeting, the management has desired that all BSNL employees should actively create and maintain social media accounts on platforms such as X (formerly Twitter), Instagram, and Facebook etc and like/share/comment on the posts issued on BSNL Social media handles.

It is therefore requested to direct the employees under your control to create and maintain active social media accounts on these platforms. The employees should be encouraged to harness the power of social media platforms. The objective behind this initiative is to promote the BSNL brand, enhance its visibility, and increase fan following across social media channels. Doing so will not only help them to stay updated on the latest trends and news but also contribute to expanding and enhancing our organization's visibility.

To ensure proper monitoring and tracking of this initiative, a Google Sheet is attached with this letter. Kindly ensure that all employees in the circle are informed about this directive. The Nodal officers of circle for social media shall be the Nodal Officer for this work and shall get the details updated in the provided Google sheet.

This is issued with the approval of the competent authority.

**Enclosure:** [https://docs.google.com/forms/d/e/1FAIpQLSfeRrndEq3TsUUQ-tL2vxFMOG0\\_GZCy6gvpNZb\\_EP7I75YBBA/viewform?usp=dialog](https://docs.google.com/forms/d/e/1FAIpQLSfeRrndEq3TsUUQ-tL2vxFMOG0_GZCy6gvpNZb_EP7I75YBBA/viewform?usp=dialog)

  
(Rajender Kumar)  
AGM (Corp. Marketing)

Copy to:

1. PPS to CMD, BSNL, PS to All Directors, BSNL Board.
2. All CGM's/ PGM/Sr GM/ GM, BSNLCO with the request to ensure that the employees under their control create their social media accounts and details are updated in the Google sheet. An AGM/SDE level officer from the section may be nominated as the Nodal Officer for coordination and monitoring.

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