

ICSI Guideline No. of 2019
ICSI GUIDELINES FOR BRANDING ACTIVITIES & MEDIA – 2019
(In exercise of the powers conferred by Section 15 of the Company Secretaries Act, 1980))

SECTION 1

1. Short Title, Commencement and Objective

1.1. These Guidelines shall be the ICSI (Branding Activities & Media) Guidelines, 2019.

1.2. These Guidelines shall come into force w.e.f. 1st day of December, 2019.

1.3. In exercise of the powers conferred by Section 15 of the Companies Secretaries Act, 1980, the Council of the Institute hereby issues the following guidelines to monitor and streamline the Branding Activities and Media Management including Social Media undertaken by the ICSI HQ and all the Regional Offices, Chapter Offices & other units / Offices of ICSI whether in India or abroad (hereinafter referred to as 'ICSI Offices') and the members, students, employees, and other stakeholders of the ICSI (hereinafter referred to as the 'stakeholders' or the 'public' as the case may be).

2. Definitions

2.1. **Competent Authority:** Competent Authority for the purpose of these Guidelines shall mean the Directorate of Corporate Communication & Branding

2.2. **'Content' or 'Communication':** Any message whether in text, voice, image or any other form circulated by the User through any means of mass communication.

2.3. **Nodal Officer:** Nodal Officer is the officer nominated by every directorate and ICSI Office for the purpose of Website content updation.

2.4. **Social Media:** Social media means and includes the websites and applications that enable users to create and share content or to participate in social networking including but not limited to Facebook, Twitter, Instagram, Whatsapp, LinkedIn, YouTube, Mass Mailing, Mass SMS, blogs podcasts etc.

2.5. **Social Media Terms and Conditions:** The terms and conditions imposed by the social media platform in which the User is participating.

2.6. **Social Media Team of ICSI** means the Directorate of Corporate Communication & Branding.

3. ICSI Spokesperson(s):

3.1 The President and Secretary, ICSI shall be the only spokesperson on all policy matters relating to the ICSI, the Council, Ministry of Corporate Affairs on all National and International forums.

4. Publicity through Print & Electronic Media

ICSI Offices shall promote / publicize the CS Course and the profession of Company Secretaries and the Institute in the following manner:

- 4.1 Through Local/Regional Newspapers, Business Dailies, Business Journals, Magazines by way of:
 - 4.1.1 Press Interactions / Interviews with President / Secretary, ICSI
 - 4.1.2 Write-ups / Press Releases received from HQ.
 - 4.1.3 Press Releases of ICSI events approved and shared by the Competent Authority for dissemination.
- 4.2 Through Television and Radio Channels by way of cost-free broadcast / telecast of Phone-in Programmes / Live interviews of the ICSI Spokesperson(s).
- 4.3 Through dissemination of information regarding their activities/ initiatives to local media and remaining in constant touch with them for continued media visibility.
- 4.4 Through tie-ups with school/college magazines, university publications for publishing information about the CS Course or CS Profession related Write-ups / Interviews of the President / Secretary, ICSI to enhance visibility amongst school and college students.
- 4.5 By exploring Branding opportunity through Electronic and Print Media on Local level.

5. Press Conference and Media Interaction:

- 5.1 Press Conference can only be organised in presence of President / Secretary.
- 5.2 The Chairmen of ICSI Regional / Chapter Offices may interact with the media on matters relating to career options available for Company Secretaries, the profession and role of Company Secretaries, Examination Results, etc. They may also highlight the activities of Regional Council / Chapter, however the content to be shared with the Media shall have prior approval of the Competent Authority.
- 5.3 ICSI Offices shall not engage with media/ press without prior approval of the Competent Authority.

6. Roles and Responsibilities of the Competent Authority:

- 6.1. The Competent Authority shall monitor the dissemination of information undertaken by ICSI Offices.
- 6.2. ICSI Offices shall coordinate with the Competent Authority for approval of Press Releases, Press-Kits, PR Agencies, expenses related to hiring of venue, refreshments, and other incidental expenses.
- 6.3. Branding and Media Content shall have the prior approval of the Competent Authority.
- 6.4. Branding & Media plan for the entire year based on the calendar of events devised by the ICSI Office shall have the prior approval of the Competent Authority.
- 6.5. ICSI Offices shall share the Press Coverage on regular basis with the Competent Authority.
- 6.6. Any ICSI Office shall not give any written representation to any government/ authorities on behalf of ICSI without the prior approval from the ICSI Headquarters.

7. Participation in Exhibitions / Education & Career Fairs

- 7.1. ICSI Offices may consider participating in local / regional career fairs and exhibitions/ education fairs / book fairs / other education / Institution related fairs / seminars, student

events/ fests of reputed schools/ colleges etc., organized by reputed event organisers / media houses / publications with the prior approval of the Competent Authority.

7.2. Impact analysis of the Career Fair /Career awareness programmes shall be done before submitting the proposal for participation for recommendation.

7.3. The following documents shall be submitted post participation to the Competent Authority within 3 working days from the date of participation:

- (i) scanned pages of the visitor's book which is placed at the concerned career fair
- (ii) Details of footfall at the fair
- (iii) Frequently asked questions and nature of enquiries
- (iv) Visitors' profile in brief
- (v) Detailed report on the fair
- (vi) Statement of Expenditure along with actual bills

7.4. ICSI Offices may participate in the events of non-academic nature like marathons, cricket matches etc., subject to compliance of ICSI Guidelines and prior approval of the Competent Authority in consultation with Secretary, ICSI.

SECTION – II

SPONSORSHIP

8. Sponsorship

8.1. Sponsorship is the purchase of the right to associate the sponsor's name, products and services with the sponsored organisation's service, product or activity in return for offered benefits.

8.2. Sponsorship rights can be purchased through financial contributions or the provision of in-kind goods or services.

9. Aspects to be determined:

The following aspects shall be determined prior to entering into a sponsorship agreement:

9.1. Whether or not to have Sponsorship,

9.2. Form of Sponsorship,

9.3. Benefits of the Sponsorship,

9.4. Obligations upon ICSI arising from the sponsorship.

9.5. Risks:

Some of the legal risks to be considered while preparing the Sponsorship form / Agreement and before approving a Sponsorship form / Agreement relate to the following:

9.5.1. Factual accuracy of the data and statistics

9.5.2. Statements which may be perceived to be misleading or deceptive

9.5.3. Issues pertaining to Intellectual Property Rights, i.e., has copyright been breached in relation to any of the contents of the Sponsorship form / Agreement, and if applicable, have any copyright consents or permissions been obtained to reproduce any copyright works, including photographs.

10. Sponsorship Agreement

- 10.1. A Sponsorship form / Agreement shall contain details such as the benefits of sponsorship and the cost of sponsorship.
- 10.2. The Agreement or Arrangement shall be in the form of a letter of offer through email or in Hard copy. The Sponsor must reply with the acceptance or the agreement shall be countersigned by authorized Sponsor.

11. Negotiation of Sponsorship

The Programme Director or the Chairperson of the Programme or the Competent Authority shall negotiate the terms / conditions / benefits of the Sponsorship.

12. Permissible Sponsorship benefits

The following sponsorship benefits shall be permitted to be offered with prior approval of the Programme Director or the Chairperson of the Programme or the Competent Authority:

- 12.1. Naming rights for a part of an Event, such as a particular hospitality or network or other activity
- 12.2. A Sponsor's name or logo appearing on event banners, posters, approved printed material, displays, souvenirs, websites and direct marketing material, in a design approved by ICSI
- 12.3. Delegate Registration at ICSI Event / programmes
- 12.4. Making presentation at ICSI Event / programmes
- 12.5. Distributing appropriate products / material at ICSI Event/ programmes
- 12.6. Making products and services available at ICSI Event / programmes
- 12.7. Decision of ICSI on exclusivity of a category will be final
- 12.8. No sponsorship benefits will be provided to the sponsors from which ICSI have not received the consent in writing. Verbal commitment will not be considered.

13. Sponsorship benefits not permitted

- 13.1. Naming rights for an Event, including an ICSI Forum, (although naming rights for a part of an Event, or Forum are permissible)
- 13.2. Political and Religious activities

14. Categories of sponsorship

It is permissible to have categories of sponsorship, with appropriate different sponsorship fees payable in relation to each category, and with exclusivity amongst those categories, or a maximum number of sponsors in those categories.

15. Category of Sponsorship (Indicative only)

- 15.1. Principal Sponsor
- 15.2. Co-Sponsor
- 15.3. Platinum Sponsor
- 15.4. Diamond Sponsorship
- 15.5. Gold Sponsorship

- 15.6. Silver Sponsorship
- 15.7. Or such other categories as may be decided by the Programme Director, Chairman of the ICSI Event organising Sub Committee on case to case basis.

16. Advertisement in Souvenir

16.1. Color Ads

- 16.1.1. Back Cover
- 16.1.2. Inside Cover (Front / Back)
- 16.1.3. Special Page

16.2. Black and White Ads

- 16.2.1. Full
- 16.2.2. Half Page
- 16.2.3. Quarter Page

SECTION III

Content Updation and Uploading on the ICSI Website and Websites Maintained by ICSI

17. Updating the Home Page of ICSI Website and Websites Maintained by ICSI

- 17.1. The Competent Authority i.e. the Directorate of Corporate Communication & Branding shall be the single point nodal directorate to decide on uploading of any matter directly on the homepage.
- 17.2. Directorate of IT will upload the contents OR create the links in the homepage only after approval from Directorate of Corporate Communication & Branding in the predefined area of website.
- 17.3. No new menu option or tile will be created on the home page without specific approval of the President / Secretary/ the Competent Authority subject to feasibility of the same.

18. Content Updation by ICSI Directorates

- 18.1. Nodal Officer nominated by the directorate will be the Single Point of Contact (SPOC) for coordination with the Competent Authority.
- 18.2. ICSI Offices shall route their request for content updation on the ICSI Website through the Competent Authority.
- 18.3. Directorate of IT shall upload the approved & verified content. However Directorate of IT may provide rights/privilege to other directorates (subject to feasibility) to upload the content.
- 18.4. All the Nodal officers of the directorates shall visit the website on regular basis and communicate the contents pertaining to their respective directorate, which need to be updated / removed to the Competent Authority. Removal of out-dated content is equally important as updation of new content.
- 18.5. All events pertaining to Directorates shall be uploaded on ICSI Homepage under Calendar of Events with prior approval of the Competent Authority.

19. Content Updation by ROs/ Chapters/ CCGRT/ CoE / CERT

- 19.1. All the ROs/Chapters/CCGRT/ CoE/CERT shall be responsible for the updation of content on their respective child portals on regular basis.
- 19.2. Every Office shall nominate its own Nodal Officer for Website updation. In the absence of Nodal Officer, the office in-charge will act as the Nodal Officer.
- 19.3. Any issues being faced by the offices pertaining to their respective child portal shall be brought to the notice of the Directorate of IT for guidance and help.
- 19.4. All the Nodal officers shall visit their respective child portals on regular basis for contents which need to be updated / removed and take necessary action accordingly. Removal of out-dated content is equally important as updation of new content.

SECTION IV

USE OF SOCIAL MEDIA

20. SCOPE & OBJECTIVE

- 20.1. ICSI recognizes the presence and utility of social media platforms:
 - 20.1.1. to mark the presence of the ICSI amongst various stakeholders including members, students, government, corporate, media and others;
 - 20.1.2. to engage with various regulators, stakeholders and public at large;
 - 20.1.3. to disseminate information/ announcements;
 - 20.1.4. to increase traction of interaction with the stakeholders by leveraging technology in the best possible manner;
 - 20.1.5. to expand the outreach of the ICSI;
 - 20.1.6. to enhance the brand image of the ICSI.
- 20.2. The purpose of these guidelines is to encourage, monitor and discipline the use of social media by the ICSI Offices, Office bearers, employees, members, students and other stakeholders of the ICSI for the benefit of the ICSI.

21. INSTITUTE SPONSORED PARTICIPATION

- 21.1. The ICSI shall have only one officially recognised Social Media Account/page on each platform which shall be managed/ monitored by the Competent Authority.
- 21.2. Any content of the ICSI at the officially recognised social media account/ page shall be the official communication from ICSI which shall be uploaded or posted only after due approval in accordance with these Guidelines.
- 21.3. All communications by the ICSI on the social media shall only be made through the Competent Authority.
- 21.4. ICSI offices shall not create any social media account/ page and shall not make any communication with the world through Social Media.
- 21.5. Regional Councils / Chapters shall not create Whatsapp groups to communicate to stakeholders with respect to anything related to the ICSI.

- 21.6. ICSI Offices shall send the approved communication for social media to the Competent Authority.
- 21.7. The Competent Authority will have the discretion to decide what can be communicated through social media and shall reserve the right not to circulate any content sent by any ICSI office.
- 21.8. All existing accounts / identities / profiles which give an impression that they belong to any ICSI Office other than those managed by the Competent Authority must be deleted within 15 days of the coming into effect of these Guidelines. The author/admin/creator of that page/profile must formally intimate such deletion to the Competent Authority, failing which necessary action will be initiated against concerned persons in accordance with the provisions of The Company Secretaries Act, 1980, and the rules framed thereunder.
- 21.9. The Competent Authority shall have the right to delete any comments on the social media accounts made by any person including the public on the communications made by the Competent Authority if it considers that the same are disparaging or may bring disrepute to the ICSI or the profession of Company Secretaries and/or are or not in line with the policies of the ICSI or are unwarranted in any manner, whatsoever.

22. CONTENT

- 22.1. All communications made across social media shall be aligned to the policies and practices followed by the ICSI.
- 22.2. The person(s) posting on social media shall use good judgment about content and respect privacy laws. He/ She shall not include confidential information about the ICSI, its employees, members or its students. The content posted on any social media platform shall not violate any of the laws applicable on such content, including but not limited to laws relating to obscenity, intellectual property rights, privacy, criminal intimidation, defamation, etc.

23. GENERAL PERMISSION AND RESTRICTIONS ON STAKEHOLDERS OR PUBLIC

23.1. Permissions:

- 23.1.1. Photographs of events where the logo/identity of ICSI is appearing in the background/ memento etc including selfies taken at such events may be posted or uploaded as individuals personal posts on their personal Social Media Accounts indicating their participation at the event is permitted.
- 23.1.2. Mentioning about past or present relationship with ICSI whether as Office Bearer, Council Member, Regional Council Member or Chapter Managing Committee Member or employee or student is permitted.
- 23.1.3. Sharing of content/ communication or post of the ICSI is permitted.

23.2. Restrictions:

- 23.2.1. Any person / Office other than the Competent Authority shall not use the logo, trademarks, identity of ICSI in the communications/posts/ contents on social media.

23.2.2. Indicative negative content which shall not be permitted are as follows :-

- (a) Offensive or obscene comments or other material online;
- (b) Racist comments or other material online;
- (c) Harassment or bullying of Institute's employees, members of the Council, Office bearers of ICSI Offices or issue adverse remarks against them;
- (d) Remarks undermining public's confidence and Institute's ability to deliver proper services to the stakeholders;
- (e) Posting content amounting to criticism sufficiently strong or persistent to give the impression to undermine the authority of Institute's Senior Management;
- (f) Any content which implicitly/explicitly not of ICSI but can be taken as view of the Institute;
- (g) Any posting against the Central Government/ State Government or any regulatory authority/ statutory bodies or any equivalent office connecting the Institute or ICSI offices, directly or indirectly.

24. ACTION

24.1. The ICSI may suspend, block or restrict access to an account, independent of such procedures, when it reasonably appears necessary to do so in order to protect the integrity, security, or functionality of the Institute or other computing resources or to protect the Institute from liability.

24.2. The ICSI may also refer suspected violations of applicable law to appropriate law enforcement agencies.

25. POWER OF THE COUNCIL TO DIRECT OR MODIFY THESE GUIDELINES.

Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

26. REMOVAL OF DIFFICULTIES.

If any difficulty arises with respect to the observance of these Guidelines, or some unforeseeable circumstances occur which have not expressly been provided for in these Guidelines, the Secretary, ICSI shall decide the matter in consultation with President, ICSI and pass such orders as may appear necessary or expedient for carrying out the objectives of these Guidelines.
