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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

D.O.No.20-29/2017-Estt.IV/Social Media
Dated: 20th January, 2017

Dear Shri / Ms

I am writing this letter to draw your attention to the immense potential of Social Media in the present age to connect directly to our esteemed customers & share real time important information with the objective of building a positive image of the Company. Our vast employee strength can be our biggest resource & potential in expanding our presence on social media platforms.

2. CGM, NCNGN Circle and PGM, Social Media Management through their letters dated 10.11.16 and 2.12.16 have already given several suggestions for popularizing BSNL India and CMD BSNL Face Book pages and twitter accounts. **However, efforts from the circles need to be scaled up.**

3. **In this regard, I would appreciate your personal involvement in giving thrust to this campaign. Some of the measures which need to be taken immediately are listed below:**

i) All employees should be encouraged to have their personal twitter and Face Book account and follow BSNL Corporate and CMD BSNL pages.

ii) All Unit Heads including CGMs, SSA Heads may emphasize on this important aspect regularly in their address to employees in circle offices, during SSA Heads Meetings and in their meetings with Associations/Unions etc.

iii) BSNL employees may be encouraged to like, share, invite their friends to visit BSNL Face Book page, retweet and also make positive comments.

v) A team of energetic and motivated employees be nominated under the leadership of GM(S&M) which should be active to like/follow/share/re-tweet posts on BSNL & CMD BSNL Face Book and twitter accounts, encourage others to do the same and become role model for others.

vi) Nominate GM (Sales & Marketing) in your circle as a Nodal Officer to drive implementation of above suggestions, brainstorm with their teams to devise other innovative ways and provide regular feedback to the social media team in corporate office.

iv) Attractive Pamphlets be prepared & placed at most visited and strategic locations, CSCs, etc. which would draw attention of employees and customers on regular basis.

vii) Sales and Marketing wing of Circle must visit BSNL's Face Book page on daily basis to ensure that new tariffs, promotional offers are uploaded on Social Media Platforms.

I hope that your circle would give much needed emphasis on this important activity towards building a positive image for BSNL on the Social Media Platforms.

With best wishes,

Yours Sincerely,

(Anupam Shrivastava)

To,

All the CGMs, BSNL

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