

मुख्य महाप्रबंधक कार्यालय

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भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

ND/NCNGN/SMM/Contests/2017-18/06/02

Dated: 08.11.2017

CGMs BSNL

All Territorial/Non-Territorial Circles

Subject: Holding of Social Media contest for BSNL employees - Regarding

This is to bring to your kind notice that a Social Media Contest under the banner **BSNLActiveUser** is going to be held on Facebook/Twitter exclusively for BSNL employees. This is to ensure engagement of maximum number of BSNL employees on BSNL Social Media for timely dissemination of information pertaining to new BSNL plans/schemes etc. for further propagation to BSNL customers. The contest will be a monthly contest and will start from 01.12.2017.

In this contest the participants have to compulsorily submit their personal details for which a link will be provided on BSNL Social Media (Facebook/Twitter), without which the participation will not be considered. The participants have to Like/Share/Retweet/Comment/Review the BSNL Corporate posts on Facebook/Twitter on a regular basis as per the Terms & Conditions of the contest. The contestants have to refrain from negative and personal comments on the posts. The daily score of each participant will be calculated based on his activity during the day as per the score card mentioned in the Annexure. The total score of all the participants will be determined at the month end and five top scorers will be considered for the mentioned prizes.

The details including Terms & Conditions of the contest are given in attached **Annexure**. The link for participation in this contest will be uploaded on BSNL Social Media (Facebook/Twitter) in due course of time.

You are requested to ensure wide publicity of this contest along with the attached details amongst the employees of your Circle so that maximum number of employees are able to participate in the contest. For any further query related to this contest SMM, NCNGN unit may be contacted on email smm.ncngn@gmail.com.

Encl. a.a.

Chief General Manager
NCNGN, New Delhi

Copy to:

1. PPS to CMD BSNL, New Delhi.
2. PS to Director(CFA)/Director (EB)/Director (HR)/Director(CM), BSNL Board, New Delhi.
3. GM CIT, BSNL CO, New Delhi, he is requested to upload the contest creative - as and when made available by SMM unit - on BSNL Intranet for wide publicity amongst the BSNL employees.
4. GM Admn., BSNL CO for wide publicity amongst the BSNL CO employees.
5. Recognised Associations/ Unions of BSNL for wide publicity.

Terms & conditions of the contest

1. This contest is a monthly contest and only for BSNL employees.
2. BSNL Employee should like/follow the BSNL Corporate official Facebook/Twitter page.
3. BSNL Employee has to like/share/retweet/review/comment on the posts uploaded on BSNL Corporate pages only i.e.
 - <https://www.facebook.com/bsnlcorporate>
 - <https://twitter.com/bsnlcorporate>
4. BSNL Employee can post multiple comments on a single post.
5. BSNL Employee should comment positively relevant to the post. The comment should be to uplift the image of BSNL and not for redressal.
6. BSNL Employee should not use any abusive word/language while commenting.
7. BSNL Employee should not post any personal comments.
8. BSNL Employee should not post any organizational issues which will create negative impact on customers.
9. Families & friends of BSNL employees or its social media partner are not eligible
10. Original & positive comments/reviews posted by an employee will only be considered.
11. All the participants of contest have to **compulsorily** submit his personal details on the link provided for authentication.
12. All rights & decisions of the BSNL management in deciding the winners will be final.

Criteria for choosing winners

Five winners will be chosen every month based on their score as per the following criteria:

- For every Like there will be 1 point
- For every Share/Retweet there will be 2 points
- For every positive Comment/Review there will be 3 points

In case more than one participant has the same score then winner will be chosen by a lucky draw.

Prizes to be given are

1. 1st Prize - Laptop + Printer worth Rs.50,000/- maximum.
2. 2nd Prize – Laptop worth Rs.30,000/- maximum.
3. 3rd Prize – Mobile worth Rs.10,000/- maximum.
4. 4th Prize – Camera worth Rs.7,500/- maximum.
5. 5th Prize – Power Bank worth Rs.5,000/- maximum.