



**Skill India**  
कौशल भारत - कुशल भारत

# Social Media Guidelines



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## Social Media Guidelines

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With the increase in internet penetration and affordable smart phones, social media use and engagement is proliferating in India, primarily among the youth. In fact, Facebook has more than 200 million Indian users with 90% of the users being below the age of 36 years. Platforms like Twitter, Facebook, Instagram and YouTube have become effective means of not just brand building but also to build long lasting relationship with targeted beneficiaries.

Further, communications via social media is almost immediate which reduces response time for addressing grievances and promotes greater transparency.



# Social Media and Skilling

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Skill India is an initiative of the Government of India launched to empower the youth of the country with skill sets that make them employable and more productive in their work environment. The Hon'ble Prime Minister, Shri Narendra Modi, chairs the National Skill Mission. Skill India offers courses across 40 sectors in the country aligned to the standards recognised by both the relevant industry and the government under the National Skill Qualifications Framework. The training programs help a person focus on practical delivery of work and enhance their technical expertise so that they are ready to start work on day one at the job without requiring further investments from the employers on training them.

Skill India's social media presence includes a Twitter handle (@MSDESkillIndia, followed by more than 1 lakh follower) and a Facebook page ('liked' by approximately 8 lakhs users on Facebook) This strong presence of Skill India on social media helps in disseminating skill related messages and engaging with a larger audience.

In order to leverage on the power of social media, Skill India is asking all the Training Providers (TPs) to ensure presence on Twitter and Facebook. Presence on these platforms will create awareness amongst the general population about skill development programs active in the country and promote deeper engagement with the target audience.



TPs are encouraged to tweet and post about the following subject/developments:


- New courses launched
- Inaugurations of new Skill Centres
- Launch of new skill development programs
- Progress of existing skill developments courses (mobilization, enrolment and registration, actual training in progress, assessment and certification)
- Events (Kaushal Mela, special trainings, RPL programs, visits by various dignitaries, media coverage)
- Testimonials and experiences of the beneficiaries, especially, how their lives have changed as a result of the training that they have received (messages/videos/photos)
- Other information that can help connect with its beneficiaries


Regular postings on above will enable the TPs to connect effectively with the target audience and will encourage more people to take up skill development programmes. TPs must tag the Skill India handle and National Skill Development Corporation handle (@NSDCIndia) to ensure that the message is shared with a larger audience. Posts made on Facebook must be shared with the Skill India page and PMKVY page.




## Details of Skill India on Social Media Platforms

The Skill India social media presence is maintained and accessible through the following pages/handle.

	<p><b>Facebook:</b> <a href="http://www.facebook.com/SkillIndiaOfficial">www.facebook.com/SkillIndiaOfficial</a></p> <p><b>Twitter:</b> <a href="https://twitter.com/MSDESkillIndia">https://twitter.com/MSDESkillIndia</a></p>
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	<p><b>Facebook:</b> <a href="https://www.facebook.com/NSDCIndiaOfficial/">https://www.facebook.com/NSDCIndiaOfficial/</a></p> <p><b>Twitter:</b> <a href="https://twitter.com/NSDCINDIA">https://twitter.com/NSDCINDIA</a></p>
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	<p>TPs may use the following hashtags as relevant - #PMKVY, #PMKK, #ISupportSkillIndia, #SkillIndia, #RPL</p>
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## Further Suggestions



- While posting on Twitter, TPs should tag **Skill India (@MSDESkillIndia)**, **NSDC (@NSDCINDIA)**
- Encourage candidates to create a Twitter account and follow relevant handles to stay connected and get the regular updates.
- Encourage candidates to tweet about their experiences, learnings, outcomes and other benefits
- While tweeting candidates may tag the Twitter handles of the TP, NSDC, Skill India & the Hon'ble Minister

## Further Suggestions



- TPs are encouraged to visit and like Skill India's and the Hon'ble Minister's official Facebook page to stay updated
- For posts on Facebook, TPs may use the following tags: **@SkillIndiaOfficial**, **#ISupportSkillIndia**, **#PMKVY**, **#PMKK**, **#RPL**
- TPs should upload images and videos of project launch ceremonies mobilization camps, registration and enrolment of candidates, candidates undergoing training, under PMKVY/PMKK using the tags mentioned above
- Encourage candidates to post pictures from workshop / classroom on Facebook, with the tags mentioned above
- Encourage all the candidates to post messages, tagging **@PMOIndia**

# Sample Tweets/Posts

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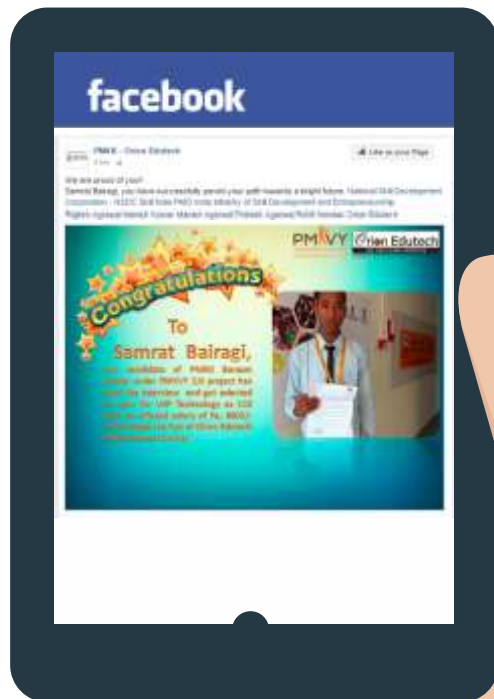


# Sample Tweets/Posts





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