



Communication, Website, and Social Media Policy & Procedure

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Communication, Website, and Social media Policy and Procedure

Introduction

Effective communication is essential to provide information to all stake holders of the TSI, including members, vendors, authorities, participants of the events, delegates, potential members, and anyone who seeks information from TSI. This policy ensures that important information is disseminated amongst the members and external stakeholders in a way that is easily accessed, accurate, and appropriate in content. The policy and procedures aim to establish a framework that ensures all internal and external communications are professional, consistent, transparent, and aligned with the mission, vision, and values of TSI.

Purpose

This policy outlines the principles and guidelines for internal and external communication to ensure accurate, transparent, and consistent messaging. This procedure provides the principles that will govern internal communication with members and external communication through web-based content, social media, email, WhatsApp, mail, or any other form of communication, as well as the processes surrounding the publishing and hosting of web-based content on the TSI official website.

Scope

This policy applies to all members, staff, and affiliates of TSI engaged in communication activities such as Internal communications among staff, members, and affiliates, external communications to stakeholders, media, the public, and partner organizations, and Communication through digital platforms, print, verbal exchanges, and events.

Communication

Communication Objectives

- Ensure Accurate Dissemination of Information to TSI members, staff, and external stakeholders.
- Inform members of all information related to activities of the society, meetings, elections, and any other relevant information required by the members.
- Promotion of TSI activities and objectives to external stakeholders.

Guiding principles

- Ensure all communication shall be clear, factual, unbiased, and concise in order to deliver our message succinctly
- Share information transparently while respecting confidentiality and legal constraints.
- Align all communication with TSI objectives, values and strategic goals.
- Avoid conflicting or contradictory messaging across platforms or members.
- Use accessible language and formats to accommodate diverse audiences, therefore use common language English.
- Deliver timely communication that is relevant to all stakeholders.
- Avoid discriminatory or exclusionary language or imagery

Method of Communication / Communication Channel

Internal Communication

- For all practical purposes, the internal communication shall be through email, newsletters, internal memos, WhatsApp, or any other communication media, in emergencies through phone to relevant individuals.

External Communication

- Engage external stakeholders, or disseminate information via website, newsletter, social media platforms, print media, email, conference, seminars, and other relevant media.

Procedure

- All external and internal communication shall be done by the secretary or anyone authorised by the EC.
- Wherever necessary the Secretary shall discuss with the President before communicating.
- In communications a professional tone shall be maintained.
- All inquiries via email, phone call, or any other means of communication should be promptly replied to by the authorised personnel.
- All official notifications shall have the letter number and date mentioned.
- A copy of all official communication to be maintained at the office, wherever necessary a hardcopy to be maintained at the office.
- All press releases or any other information shall be done in consultation with the secretary and president of the society.
- Only authorized personnel may post or respond on official social media accounts.
- Report breaches of the policy to the EC or designated authority.

Email Policy and Procedure

This policy establishes guidelines for using email as an official communication tool within TSI with the aim of ensuring professionalism, efficiency, security, and compliance with the Government of India guidelines (<https://www.meity.gov.in/content/email-policy>).

Scope

This policy applies to all members, office bearers, employees, and any stakeholders of TSI who use organisational email accounts for internal or external communication or any official email communication on behalf of TSI.

Guiding Principles

- All emails should reflect the organization's values, be respectful, and use appropriate language.
- Sensitive information must be shared securely and only with authorized recipients.
- All email communications must adhere to applicable laws, including data protection regulations.
- Emails should be concise and focused on the intended audience.
- Maintain email as a reliable and organised communication tool for TSI.

Email Usage

- The official email ID with the tsi.org.in domain or general email provided to individuals must be used for official purposes.
- Email users must adhere to the policies given by the Ministry of Electronic and Information Technology, Government of India. <https://www.meity.gov.in/content/email-policy>.
- The email to be used for sharing information, updates, or resources relevant to TSI activities.
- For communicating with internal and external stakeholders as authorised.
- Users must avoid using the TSI official email ID for personal subscriptions of entertainment, streaming content, news services, or payment of similar personal subscriptions.
- Official email id users should report any email with a suspicious link or attachment to the Email admin.

Prohibited Usage

- Personal communications unrelated to work.
- Sharing offensive, discriminatory, or inappropriate content.
- Using official email for spam, chain letters, or non-TSI related activities.
- Sharing individual account credentials with others.

- Any form of harassment via email and associated services, whether through language or content.
- Exchange of emails containing anti-national messages or any content that hurts the image of the nation or national emblems, etc.
- Any legal issues arising out of individual communication due to prohibited usage, the individual is solely responsible.

Transfer of Email ID

- On relinquishing office or change of positions the email id, password and related information has to be transferred or handed over to authorized personnel without deleting the official email content.

General Guidelines for Email creation and management

- **While writing professional emails.**
 - Use a clear and descriptive subject line.
 - Address recipients formally unless informal communication is appropriate.
 - Write concise and grammatically correct messages.
 - Include an appropriate greeting and closing.
 - Attach necessary files wherever necessary and ensure links are functional and virus free.
 - Proofread emails before sending
 - Maintain profession tone while communication.
 - Use **CC** (Carbon Copy) for individuals who need to be informed but are not primary recipients
 - Use **BCC** (Blind Carbon Copy) to protect the privacy of recipients when emailing large groups.
 - Verify recipients' email addresses before sending sensitive information.
- **While opening email**
 - Avoid clicking on suspicious links or opening unexpected attachments.
 - Report phishing emails or suspicious activity to the email admin or website or authorised personnel immediately.
- **Email retention and deletion**
 - Retain important emails as per the TSI's data retention policy.
 - Delete unnecessary emails to maintain inbox efficiency and reduce security risks.

WhatsApp Communication Policy and Procedure

This policy and procedure outlines guidelines for using WhatsApp as a communication tool to ensure professionalism, security, and consistency in official communication

Scope

This policy applies to all members, employees, and affiliates of TSI who use WhatsApp for internal or external communication purposes.

Purpose /Objective

- Ensure WhatsApp is used responsibly and effectively for organisational communication
- Prevent misuse of WhatsApp that could harm the TSI's reputation or violate privacy laws.
- Maintain the confidentiality of sensitive information shared through WhatsApp.
- Avoid unnecessary sharing of information or forwarded messages.

Principles

- WhatsApp should only be used for approved organizational purposes, such as group coordination, updates, or urgent communication.
- Sensitive information should not be shared via WhatsApp unless authorized and encrypted.
- Inappropriate content must not be shared.
- Communication via WhatsApp should complement, not replace, formal communication channels like email.

WhatsApp Group

- TSI WhatsApp Groups may be created for specific teams, projects, or purposes.
- Each group must have a clear name that reflects its purpose
- A designated administrator /Secretary will manage the group and enforce compliance with this policy.

Procedure

- Only authorized personnel may create official WhatsApp groups.
- The group administrator must
 - Communicate the group's purpose.
 - Add only necessary participants.
 - Moderate discussions to ensure relevance and professionalism.
 - Remove members who no longer require access and not following the rules and regulations or etiquette, forwarding unwanted messages, or inappropriate information, creating unnecessary arguments in the groups, or overloading of information.
 - Avoid adding individuals to groups without their consent.
 - Obtain permission from the members, while registering to TSI to be added to National Group or respective state chapter groups.

WhatsApp message guidelines

- Keep messages concise, clear, and relevant to the group's purpose.
- Use respectful and professional language at all times.
- Avoid sending spam, unrelated content, or excessive messages that may overwhelm participants.
- Use emojis, images, or videos judiciously to avoid misinterpretation.
- Sensitive or confidential information should not be shared on WhatsApp.
- Sensitive information should be shared only if necessary.
- Sensitive information should be encrypted and authorized for such communication.
- A backup or record of the information is stored on a formal platform (e.g., email or document management system).
- Avoid sharing passwords, financial data, or other highly sensitive content.
- Acknowledge messages promptly, especially in professional groups.
- If unable to respond immediately, communicate a timeline for your response.
- Escalate important discussions to email or formal channels when necessary.
- Avoid using public or shared devices to access WhatsApp.
- Do not click on suspicious links or download attachments from unverified sources.
- Avoid Sharing offensive, inappropriate, or discriminatory content, such messages are completely prohibited in TSI official groups and for individual communication.
- Avoid conducting personal business/chats or sharing irrelevant material.
- Sharing misinformation or unverified content is prohibited.
- Sharing or discussing political or religious matters or anything objectionable and unlawful is prohibited.
- Group administrators are responsible for monitoring compliance within their groups.
- Violations may result in disciplinary action, including removal from groups or official communication roles.

Website Policy and Procedure

The website is one key platform that provides complete information of about TSI, office bearers, bylaws, membership details, activities, application forms, financial details and links the latest information or news, or any other information related to society for internal members or external stakeholders.

Purpose

The purpose of this document is to outline the operational, governance, and compliance standards for the official website of TSI, ensure compliance with Indian laws and international standards, promote transparency, accuracy, and accessibility, provide a secure and user-friendly interface for visitors of TSI national website and state chapter websites.

This policy and procedure shall provide the principles that will govern:

- web-based content and
- the processes, rules, and guidelines of hosting website
- publishing web-based content of TSI
- Creating, updating, and maintenance of the website

Scope

- This policy applies to all members, office bearers, employees, site owners, content creators, content coordinators, third-party service providers, website administrators, members, visitors, and affiliates of TSI involved in website-related activities.
- Technical operation of website hosting, maintenance, and integrations.
- Content management, resources, and downloadable content uploaded in the website.

This guideline is based on

- Information Technology Act, 2000 - <https://www.meity.gov.in>
- Digital Personal Data Protection Act, 2023 - <https://www.meity.gov.in/data-protection-framework>
- CERT-In Guidelines - <https://www.cert-in.org.in>
- GIGW Guidelines - <https://guidelines.gov.in>
- Copyright Act, <https://copyright.gov.in>

Definitions

- **TSI website domain:** means the registered domain (www.tsi.org.in)
- Home page: the main landing page of TSI <https://www.tsi.org.in>

Governance and ownership

- The website <https://www.tsi.org.in> is owned and managed by the Telemedicine society of India.
- The IT expert/third-party administrator, /website committee shall look into the technical aspects, i.e, the technical infrastructure, security, and updates

- The Website committee or anyone authorised shall govern the content of the website and look into the accuracy, relevance, appropriate and timely content
- The legal expert or compliance team, website committee, president, and secretary shall monitor the legal and regulatory requirements.
- All credentials shall be maintained by the secretary or anyone authorised by the EC.

Content Management

- All content must be approved by the website committee/ anyone authorized by the EC and Secretary before publication.
- Sensitive information must receive additional clearance from the EC.
- Content must be reviewed and updated regularly to maintain accuracy and relevance.
- Outdated or incorrect information must be corrected within 24 hours of identification.
- Content that is defamatory, obscene, or violates copyright laws is strictly prohibited.
- Website to have the following basic information:
 - About TSI, History of TSI,
 - Aim, Objectives, vision, mission, and values
 - Office bearer information
 - Past office bearer information
 - Constitution of TSI / Bylaws,
 - Statutory information such as Registration etc
 - All policies and procedures
 - Membership information
 - Application form
 - TSI activities and achievement
 - Links for State chapter's websites
 - Privacy policy
 - Content review policy
 - Hyperlink policy
 - Copyright policy
 - Terms and Conditions
 - Financial information, abridged version of audited statements
 - Payment gateway
 - Membership details (without personal information)
 - News and updates
 - Newsletter, annual reports or publications of TSI
 - Training activities, videos or link to training
 - AGM minutes
 - Committee

- TSI website must comply with Web Content Accessibility Guidelines (WCAG) to ensure inclusivity for individuals with disabilities.
- The website must comply with the Information Technology Act, 2000, the IT Rules, 2011, and the upcoming Digital Personal Data Protection Act, 2023.
- Only essential user data should be collected, such as when users register for conferences or download scientific reports.
- Users must be informed of the purpose of data collection, with clear consent obtained.
- User data must be stored securely using encryption and other safeguards.
- The website must implement robust security measures, including, regular vulnerability scans and penetration testing, Secure Sockets Layer (SSL) encryption for all data transmissions, two-factor authentication for administrator accounts.
- Users must adhere to the website's Terms and Conditions and Code of Conduct.
- All third-party services or plugins must be vetted for security and compliance.
- Links to external websites must be reviewed and approved to ensure alignment with the professional body's mission and values.
- A disclaimer must notify users that TSI is not responsible for external content.

Security

- Ensure the use of firewalls, intrusion detection systems, and anti-malware solutions.
- A documented procedure to respond to cyberattacks or technical issues in compliance with CERT-In guidelines.
- Periodic vulnerability assessments and penetration testing.
- Role-based access controls for administrators and users.

Third-Party administrators or Vendors

- A non-disclosure agreement to be signed.
- While hiring third-party administrators or website developers, service level agreement is a must
- TSI Procurement, policy and procedure guidelines to be followed while engaging with vendors.

Hosting

- Hosting of the website may be done by an external vendor.
- Hosting Provider Requirements
 - Must be a reputed provider with proven uptime history
 - Must offer:
 - 24/7 technical support
 - Documented Service Level Agreement (SLA)

- Data center locations must be declared and contractually fixed
- Provider must support secure configuration and patch management
- **Infrastructure & Architecture**
 - Hosting must support:
 - Scalability (auto-scaling or manual scaling during peak events)
 - Redundancy (multiple availability zones/regions where feasible)
 - Failover capability
 - Separation of environments:
 - Production / Staging / Development (where applicable)
- **Availability & Uptime**
 - Minimum uptime commitment: $\geq 99.5\%$ (or as approved by TSI)
 - Continuous uptime monitoring must be enabled
 - Scheduled maintenance windows must be:
 - Pre-approved
 - Communicated in advance
- **Backup (Hosting-Level Only)**
 - Hosting environment must support:
 - Automated backups (daily/weekly as defined)
 - Point-in-time restore capability (if supported)
 - Backups must be:
 - Stored separately from primary server
 - Periodically tested for restoration
- **Security at Hosting Layer**

(Infrastructure-level only, not user/data policy)

 - Server hardening must be implemented
 - Firewall protection must be enabled
 - DDoS protection must be available (native or add-on)
 - Regular OS and server patching must be ensured
 - Secure access methods (e.g., SSH keys, restricted IP access)
- **Access Management (Hosting Environment)**
 - Access limited to authorized administrators only
 - Maintain:
 - Access logs
 - Role-based privileges (where supported)
 - Immediate revocation of access upon role change or exit
- **Domain & DNS Management**
 - Domain ownership must remain with TSI
 - DNS must be:
 - Securely configured
 - Managed through authorized access
 - DNS changes must be:
 - Logged
 - Approved

- **Vendor SLA & Accountability**
 - SLA must define:
 - Uptime guarantees
 - Incident response time
 - Resolution time
 - Vendor must provide:
 - Incident reports
 - Maintenance logs
 - Periodic review of vendor performance
- **Incident Management (Hosting Level)**
 - Defined response for:
 - Server downtime
 - Hosting failure
 - Infrastructure-level cyber incidents
 - Escalation matrix must be defined
 - Root Cause Analysis (RCA) required for major incidents
- **Migration & Exit Strategy**
 - Hosting provider must support:
 - Data and system portability
 - Smooth migration to alternate provider
 - No vendor lock-in without exit provisions
 - Backup access must be ensured during transition

Website Terms of Use

Website Disclaimer & Hosting Statement

This website is designed, developed, and hosted by authorized service providers on behalf of the Telemedicine Society of India (TSI) and is maintained under the supervision of TSI.

The contents of this website are provided for general informational purposes only, enabling users to access information related to telemedicine, digital health initiatives, events, and activities of TSI in a convenient manner.

TSI makes every effort to ensure that the information provided on this website is accurate, current, and reliable. However, certain details such as contact information, names of office bearers, event schedules, and other dynamic content may change from time to time and may not be immediately updated on the website. Accordingly, TSI does not assume any legal liability for the completeness, accuracy, or usefulness of the information provided.

This website may contain links to external websites for the convenience of users. TSI does not have control over the content of such external sites and does not assume responsibility for their accuracy, relevance, or reliability. The inclusion of any hyperlink does not imply endorsement of the views, products, or services offered by those websites.

While all reasonable efforts are made to ensure that the website is free from viruses or other harmful components, TSI does not guarantee that the website or its downloadable content is completely free from infection or technical vulnerabilities. Users are advised to take appropriate precautions.

TSI welcomes feedback and suggestions to improve the website. Users are encouraged to report any errors or discrepancies to the designated contact provided on the website.

Privacy Policy

The **Telemedicine Society of India (TSI)** is committed to protecting the privacy of users visiting its website.

- **Collection of Personal Information**

This website does not automatically capture any **personally identifiable information** (such as name, phone number, or email address) that allows identification of an individual user.

Where the website requests users to provide personal information (for example, registration, membership, event participation, or inquiries), users will be **clearly informed of the purpose** for which such information is being collected. Such information will only be collected with the user's knowledge and consent.

- **Use of Information**

Any personal information provided by users shall be used solely for the stated purpose, including:

- Communication and correspondence
- Membership and event management
- Dissemination of relevant information related to telemedicine and digital health

TSI does not sell, rent, or otherwise share any personally identifiable information with third parties, whether public or private, except where required by law.

- **Data Protection and Security**

TSI takes appropriate **technical and organizational measures** to protect personal information against:

- Loss or misuse
- Unauthorized access or disclosure
- Alteration or destruction

- **Non-Personal Information Collection**

The website may automatically collect certain non-personal information for statistical and system administration purposes, including:

- Internet Protocol (IP) address
- Domain name
- Browser type
- Operating system
- Date and time of visit
- Pages accessed

This information is used to improve website performance and user experience and is **not used to identify individual users**.

TSI does not attempt to link such information with the identity of individuals unless required for **security or legal purposes**, such as investigating unauthorized activities or attempts to damage the website.

- **Cookies**

A cookie is a small piece of data sent by a website to a user's browser to enhance browsing experience.

At present, this website **does not use cookies** for tracking or storing user information.

- **External Links**

This website may contain links to external websites. TSI is not responsible for the privacy practices or content of such websites. Users are advised to review the privacy policies of external sites before providing any personal information.

- **User Rights**

Users may:

- Request access to their personal data (where applicable)
- Request correction or updating of their information
- Contact TSI regarding concerns related to privacy

- **Policy Updates**

TSI may update this Privacy Policy from time to time. Any changes will be reflected on this page.

- **Contact Information**

For any queries or concerns regarding this Privacy Policy, users may contact TSI through the official contact details provided on the website.

Hyperlink Policy

Links to External Websites / Portals

- The Telemedicine Society of India (TSI) website may contain links to external websites or portals for the convenience and information of users.
- These links are provided solely to enhance user access to relevant information related to telemedicine, digital health, research, and associated domains.
- TSI does not have control over the content, accuracy, reliability, or availability of such external websites.
- The inclusion of any link does not imply endorsement of the views, products, services, or information contained therein.
- TSI does not guarantee that such links will function at all times and is not responsible for any loss or inconvenience caused due to broken or unavailable links.
- Users are advised to exercise discretion and review the respective policies of external websites before relying on their content.

Links to TSI Website by Other Websites

- TSI permits direct linking to information hosted on its website without prior permission, subject to the following conditions:
 - Links should not misrepresent TSI or its activities in any manner.
 - The content of the TSI website must not be used in a misleading or inappropriate context.
 - TSI should preferably be informed of such linking to enable communication regarding updates or changes.

Restrictions on Framing

- TSI does not permit its web pages to be embedded within frames or displayed within another website in a manner that alters the original appearance or context.
- All pages of the TSI website must open in a new browser window or tab, maintaining the integrity of the original content and user experience.

Disclaimer

- TSI reserves the right to request removal of any link that it considers inappropriate, misleading, or inconsistent with its objectives.

Copyright Policy

- **Ownership of Content**
 - All content published on this website, including text, graphics, logos, documents, images, and multimedia material, is the property of the Telemedicine Society of India (TSI), unless otherwise stated.

- **Permitted Use**

Material featured on this website may be reproduced free of charge in any format or medium, subject to the following conditions:

- The material must be reproduced accurately and in its entirety
- The content must not be used in a misleading, distorted, or derogatory manner
- The reproduction must not imply endorsement by TSI where none exists

- **Acknowledgement of Source**

- Where any material from this website is reproduced, the source must be clearly and prominently acknowledged as:
- “Source: Telemedicine Society of India (TSI)”

- **Third-Party Content**

- Certain materials on this website may be subject to third-party copyright.
- Such content will be clearly identified where applicable
- Permission to reproduce such material must be obtained directly from the respective copyright holders
- TSI does not grant rights for reuse of third-party content

- **Restrictions**

The following uses are strictly prohibited:

- Use of content for unlawful purposes
- Misrepresentation of TSI content
- Commercial use without appropriate attribution or authorization (where applicable)

- **Requests for Permission**

- For uses beyond the scope of this policy, users may contact TSI for formal permission through the official contact details provided on the website.

- **Policy Updates**

- TSI reserves the right to modify this Copyright Policy at any time. Updated versions will be published on this page.

Social Media Policy

Purpose

The purpose of this Policy is to:

- Establish guidelines for responsible, ethical, and professional use of social media
- Protect the reputation, credibility, and integrity of TSI
- Ensure compliance with applicable laws and digital governance standards
- Promote accurate dissemination of telemedicine and digital health information

Scope

This Policy applies to:

- **Individuals**
 - Members of TSI
 - Executive Committee (EC) and Office Bearers
 - Employees, consultants, interns, volunteers
 - Speakers, faculty, and event participants (when representing TSI)
- **Platforms**
 - Official TSI accounts (e.g., Twitter/X, LinkedIn, Facebook, YouTube)
 - Personal social media accounts when referencing or representing TSI

Legal and Ethical Framework

This Policy aligns with:

- Information Technology Act, 2000
- Digital Personal Data Protection Act, 2023

Definitions

- **Social Media:** Online platforms used for communication and content sharing
- **Official Account:** Accounts managed and authorized by TSI
- **Personal Account:** Individual accounts not officially managed by TSI
- **Content:** Text, images, videos, comments, or any form of digital communication

Policy Statement

TSI encourages the use of social media as a tool for **knowledge dissemination, professional engagement, and public awareness**, while maintaining:

- Professionalism and ethical conduct
- Accuracy and credibility of information
- Respect for diversity and inclusion

Official Social Media Use

Authorization

- Only designated personnel may manage official accounts
- All official accounts must be approved by TSI

Content Guidelines

Content posted must be:

- Accurate, evidence-based, and relevant
- Aligned with TSI's mission and values
- Free from misleading or unverified claims

Approval Process

- Sensitive or high-impact content requires prior approval
- Major announcements must be coordinated with leadership

Personal Social Media Use

Individuals associated with TSI shall:

- Avoid representing personal opinions as official TSI views
- Include disclaimers where necessary (e.g., "views are personal")
- Maintain professional conduct when referring to TSI

Prohibited Content

The following shall not be posted:

- Confidential or sensitive information
- Patient or identifiable health data
- Offensive, discriminatory, or defamatory content
- Unverified medical or telemedicine advice
- Content violating ADEI principles

- Political or religious content.

Privacy & Data Protection

- No sharing of personal or sensitive data without consent
- Compliance with Digital Personal Data Protection Act, 2023
- Special care for:
 - Patient information
 - Child-related data

Branding & Representation

- Use official logos and branding only with authorization
- Maintain consistency in messaging and visual identity
- Avoid misuse of TSI name for personal gain

Monitoring & Moderation

- TSI reserves the right to:
 - Monitor official accounts
 - Remove inappropriate content
 - Block users violating guidelines

Crisis Communication

- Only authorized spokespersons may respond during crises
- Avoid speculation or unverified information
- Follow official communication protocols

Incident Reporting

Users must report:

- Misuse of TSI identity
- Data breaches or privacy violations
- Harmful or misleading content

Disciplinary Actions

Violations may result in:

- Warning or removal of content
- Suspension of access to official accounts

- Disciplinary action under TSI policies
- Legal action where applicable

Policy Review

This Policy shall be reviewed periodically (every 1-2 years).