

Date: August 22, 2020

Municipal Commissioner's Circular no. 19 of 2020-21

Sub.: Daily Activity Updates and 2-Way Communication on Social Media

The Kolkata Municipal Corporation is one of the most important institutions in terms of citizens' service. In order to ensure easy reach of citizen services and communication of good works being done by KMC, Md. Sohail (WhatsApp no.9663765071), Co-Founder & CMO, Tech Conjurer had been engaged by KMC for maintenance and monitoring of social media handle of KMC.

It has been decided to be quite pro-active on social media: Following will be needed on regular basis:

1. Photo/video contents of all activities of different departments (especially on-ground activities) are to be shared on a daily basis via WhatsApp.
2. A day ahead intimation before any major activity/ event is scheduled.

As far as "Two-Way Communication on Social Media" is concerned, appropriate and timely replies are essential and this will be done through a "One-Point Contact" over which Comments/Tweets/Queries will be shared.

This is to be borne in mind that

- A. Interim replies to queries should reach to the enquiring agency within a span of 2-4 hours and specific/ concrete replies within 12 hours.
- B. The agency will have to be guided properly to proceed with follow-up queries to the Contents/ Tweets, if any.

Hence, all Controlling Officers are requested to send the **(a) Name, (b) Designation, (c) Mobile No., and (d) e-mail address of a competent officer to act as the "One-Point Contact"** for the department. The responsibility of designing the contents will be of the agency. However, the contents should be released on social media only after the same is approved either by the Municipal Commissioner or the Member concerned or Hon'ble Chairman, BoA, KMC.

This is very urgent.

This has the approval of the Hon'ble Chairman, BoA.

  
Municipal Commissioner

Copy forwarded to:

- 1) OSD to Hon'ble Chairman, BoA
- 2) P.A. to Hon'ble Members, BoA (all)
- 3) Spl. Mpl. Commissioner (G,D&S)
- 4) Spl. Mpl. Commissioner (Rev.)
- 5) Mpl. Secretary
- 6) All Controlling Officers