



**STATE BANK OF INDIA OFFICERS' ASSOCIATION  
CHANDIGARH CIRCLE**

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**TO ALL OUR MEMBERS:**

**USE OF SOCIAL MEDIA**

Social media has grown tremendously in the last few years and now its growth rate is unexpectedly very high. Especially Facebook, WhatsApp and Twitter have grown much faster and captured millions of users in just a few years. The way technology is growing, it is obvious that more and more people are going to grasp its benefits. It has brought a lot of advantages for us, however, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use to its advantage. And if social networking is getting you down, take a break. After all, when you're using it correctly, it enhances your life instead of taking over it.

The undersigned brought the issue for discussion during the Central Committee meeting of SBI Officers' Association, Chandigarh Circle held at Chandigarh on 18.11.2018. The pros and cons associated with the use of social media platforms like Facebook, WhatsApp etc were deliberated in detail. The first and main advantage of the social media for Association is connectivity. Members from anywhere can connect with anyone without any additional cost. It also creates awareness among members and innovate the way young generation live. It is the social media which has helped people discover new and innovative stuffs that can enhance our thought process. But willingly or unwillingly it also have negative impacts. One of the disadvantages of the social media is that people start forwarding messages without ascertaining the authenticity and genuineness which tarnish image of our Great Organisation . Some people even glorify the suicides which eventually inspires others to follow the same and get depressed. The negativity is being spread. So kindly use the social media with

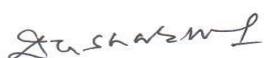
utmost care and don't forward such messages, official circulars/ documents in groups. Also avoid posting of routine messages of birthday wishes, good morning wishes etc. as we have created SBIOA groups with a special purpose.

The house unanimously resolved that nobody should be allowed to use the social media platforms of association for spreading rumors, negativity and false propaganda to malign the image of our beloved Association. The members are also advised to follow the laid down instructions of the Bank with regard to "CODE OF CONDUCT FOR EXPRESSING VIEWS IN SOCIAL MEDIA" and ensure that the social media platforms should not be used for any adverse communication or endorsements on Bank related policies, procedures or venting out grievances. The members can submit their feedbacks and raise genuine issues/concerns/grievances through Association or various internal channels like Open House on every 3<sup>rd</sup> Saturday, Sanjeevani-HR helpline, Staff Suggestion Scheme, Whistle Blower Policy etc.

Comrades, it has been reported that social media is occupying our mind space to such an extent that it is adversely affecting our personal, official, family and social life. Therefore, all the members are requested to use the social media very cautiously and judiciously. We should exercise restraint in spreading unauthentic news/messages so as to avoid spreading of fake, malicious and negative contents. Moreover, the repetition of messages leads to information bombardment and the real message gets lost due to such bombardment.

*We can never obtain peace in outer world until we make peace with ourselves ~ Dalai Lama.*

With revolutionary greetings,



(Deepak K Sharma)

General Secretary