



Smt. P.D. Hinduja Trust's

K.P.B. HINDUJA COLLEGE OF COMMERCE

Sindhi Linguistic Minority Institution: (Autonomous)

(Affiliated to University of Mumbai) : NAAC Re-Accredited With "A+" Grade: CGPA: 3.59

Current Address (Temporary): Sadhana House, 570, Pandurang Budhkar Marg,
Behind Mahindra Towers, Worli, Mumbai – 400018. Contact Details Tel: 022-4098-9000.

Email: info@hindujacollege.Com : Website: www.hindujacollege.edu.in

Prin. Dr. Navin M. Punjabi

Ref. No. :

REPORT ON 'SOCIAL MEDIA ETIQUETTE' GUEST LECTURE

Date: 7th September 2026

Venue: Room No. 26

A guest lecture on "Social Media Etiquette" was organized by the BAMMC department to help students understand the importance of responsible behaviour online. The guest speaker for the session was Mr. Freddy Singharaj who is Head of the Department at Mithibai College and Visiting Professor at NMIMS School Branding and Advertising. He is also a Ph.D. scholar at K.P.B Hinduja College's Research Centre in Communication and Journalism.

The session focused on how individuals should behave responsibly on social media and the importance of thinking before posting, commenting, sharing, or reacting to content. It was explained that social media etiquette refers to the appropriate and respectful way of communicating and interacting with others online. Just like there are certain manners we follow while communicating face-to-face, similar rules should be followed in the digital space.

One of the major points discussed was "Think before you post." Content shared online can remain accessible for a long time and may affect a person's reputation in the future. The lecture also highlighted the importance of respectful communication. Differences in opinions are common on social media, but disagreements should not turn into personal attacks, abusive comments, or online arguments. One important aspect that was discussed was privacy and consent. We should be careful about sharing personal information, photographs, screenshots, or conversations involving other people. Permission should be taken before posting content that includes someone else. Another practical point discussed by Mr. Freddy was the **"Golden Rule" for sending direct messages (DMs) to agencies, brands, or influencers.** He explained that when reaching out to someone professionally through social media, the message should not be vague or immediately ask for something. Instead, it should follow a simple structure: **Greet the person, introduce who you are, mention what you like or appreciate about their work, and clearly state what you want.** This creates a better first impression and shows that the sender has taken the time to understand the person or brand they are contacting.

As students of mass media and communication, understanding social media etiquette is very important. The guest lecture on "Social Media Etiquette" was informative and relevant to our everyday lives. It helped us understand that social media gives us the freedom to express ourselves, but this freedom also comes with responsibility. Every post, comment, like, and share contributes to our digital identity. The session encouraged us to become more mindful social media users and to understand that good digital etiquette is an important part of effective communication, both personally and professionally.