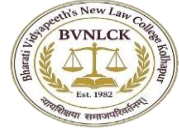




Social Transformation Through Dynamic Education

**BHARATI VIDYAPEETH'S
NEW LAW COLLEGE, KOLHAPUR**



(● Permanently Affiliated to the Shivaji University, Kolhapur, ● Recognized under section 2(f) and 12 (b) of the UGC Act, ● Approved by the Bar Council of India and ● Reaccredited with B+ grade by the NAAC)

Near ChitraNagari, Kolhapur (M.S.) 416013

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POLICY STATEMENT ON RESPONSIBLE USE OF SOCIAL MEDIA AND DIGITAL PLATFORMS




PRINCIPAL
Bharati Vidyapeeth's
New Law College, Kolhapur

POLICY STATEMENT ON RESPONSIBLE USE OF SOCIAL MEDIA AND DIGITAL PLATFORMS



1. Preamble

Bharati Vidyapeeth's New Law College, Kolhapur recognises that social media and digital platforms are important tools for academic communication, legal awareness, institutional outreach, research dissemination, student engagement and public education.

At the same time, the legal profession carries a special responsibility to preserve the dignity of courts, confidentiality of clients, integrity of legal education, professional ethics and public confidence in the administration of justice.

In view of the Bar Council of India (BCI) Circular (Ref. BCI:D: 4657/2026) dated 17 July 2026 concerning social-media conduct and digital ethics, **the College adopts this Policy** to promote responsible, ethical, lawful and academically constructive use of social media and digital platforms by members of the College community.

The reported BCI framework specifically addresses conduct relating to court proceedings, internships, confidential legal material, digital solicitation, misleading content and the professional dignity of the legal system.

The College has adopted the Policy statement as to the 'Code of Conduct for Students and Staff' as well as the Prospectus of the college clearly states the commitment of the college to the ethical use of media and prohibits the students and staff from engaging in any activity/reel/social media content that lowers the dignity and professional standards of legal education and legal profession. These are published on the official website of the college and it is well within the public domain.

2. Policy Statement

Bharati Vidyapeeth's New Law College, Kolhapur shall promote responsible, ethical, lawful, respectful and academically constructive use of social media and digital platforms.

The College shall ensure that:

1. Social media is used to promote legal education, academic discourse, constitutional values, research, legal literacy and institutional communication.
2. No member of the College community misuses social media in a manner that compromises:
 - confidentiality;
 - dignity of courts and judicial institutions;
 - privacy and personal data;
 - professional ethics;
 - the reputation of the College or Bharati Vidyapeeth;
 - public confidence in the justice delivery system.
3. Students and interns receive appropriate orientation regarding BCI digital ethics requirements before undertaking internships and other professional exposure.
4. Any social-media activity connected with the College is conducted with accuracy, responsibility, consent and institutional accountability.

3. Objectives

The objectives of this Policy are to:

- promote ethical digital citizenship;
- ensure compliance with applicable BCI directions and professional standards;
- protect confidential legal and personal information;
- prevent misuse of photographs, videos, documents and digital content;



- prevent misinformation, disinformation, impersonation and deepfake-related misuse;
- maintain the dignity of courts, judges, advocates and the legal profession;
- regulate official College social-media communication;
- promote responsible legal awareness and academic expression;
- provide a framework for reporting and addressing violations.

4. Scope of Application

This Policy applies to:

4.1 Students

All students enrolled in LL.B., B.A. LL.B., LL.M., diploma, certificate and other programmes conducted by or affiliated with the College.

4.2 Interns

Students undertaking internships with advocates, law firms, courts, tribunals, legal-aid institutions, government offices, NGOs or other legal organisations.

4.3 Research Scholars

Research scholars and persons engaged in legal research, academic projects or institutional research.

4.4 Faculty and Staff

Teaching, administrative and non-teaching staff while using social media in their official capacity or while representing the College.

4.5 Official College Accounts

All official social-media accounts, pages, channels and digital platforms operated in the name of the college.



5. Permitted and Encouraged Use

The following uses are encouraged, subject to accuracy and ethical standards:

5.1 Academic Communication

- sharing academic achievements;
- publication of research outcomes;
- dissemination of legal developments;
- sharing approved seminar, conference and webinar information;
- promoting constitutional literacy and legal awareness.

5.2 Legal Education

Students and faculty may share:

- neutral explanations of legal provisions;
- case-law discussions;
- academic commentary;
- legal research findings;
- information relating to public legal awareness.

Such content must not be misleading, sensationalised or presented as personalised professional legal advice.

5.3 Institutional Activities

Approved photographs and videos of:

- seminars;
- conferences;
- moot courts;
- cultural activities;
- sports activities;
- legal-aid activities;
- outreach and extension activities;
- academic and institutional programmes



may be published through authorised institutional channels after appropriate consent and verification.

6. Prohibited or Restricted Use

6.1 Court Proceedings and Court Premises

Students and interns shall not record, photograph, livestream, circulate or publish unauthorised content relating to:

- court proceedings;
- courtrooms;
- judges;
- advocates;
- client conferences;
- case files;
- pleadings;
- briefs;
- confidential legal discussions;
- chambers;
- judicial or legal work.

The reported BCI guidance specifically cautions law students and interns against creating reels, vlogs or posts about court and internship experiences where such content compromises confidentiality, court decorum or professional dignity.

6.2 Internship-Related Content

Internships are primarily intended for learning, professional training and exposure to legal practice.

Students and interns shall not, without express permission:

- publish “day in court” or “day in chamber” videos;
- create “internship reveal” reels;
- upload videos showing confidential legal work;
- disclose the identity of clients;



- display case files or documents;
- record advocates, judges or legal professionals for social-media content;
- represent access to confidential legal work as promotional content.

Any permission granted by an internship provider must also comply with applicable law, court rules, professional ethics and BCI directions.

6.3 Confidentiality and Privacy

No person covered by this Policy shall publish or disclose:

- client information;
- personal data;
- case details not publicly available;
- legal documents;
- confidential communications;
- examination records;
- student personal information;
- internal College documents;
- photographs or videos without appropriate consent.

6.4 Misleading and Sensational Content

The following are prohibited:

- false legal claims;
- fabricated case-law;
- manipulated or misleading legal content;
- sensationalised reporting of legal proceedings;
- fake judicial or legal news;
- impersonation of courts, judges, advocates or institutions;
- content that deliberately undermines public confidence in the justice system.



6.5 AI-Generated Content and Deepfakes

AI-generated content, manipulated images, synthetic audio, deepfakes and digitally altered videos shall not be used to:

- impersonate any person;
- fabricate judicial or legal statements;
- misrepresent court proceedings;
- create false evidence;
- damage the reputation of any person or institution;
- spread misinformation.

Any use of AI-generated content for academic purposes must be clearly identified where necessary and must comply with academic integrity requirements.

7. Professional Ethics and Digital Conduct

All members of the College community shall:

- maintain civility and respect in online communication;
- avoid abusive, threatening, defamatory or discriminatory content;
- respect judicial institutions and the legal profession;
- avoid content that may constitute contempt, defamation or any other legal violation;
- respect intellectual property and copyright;
- avoid plagiarism and unauthorised reproduction of content;
- verify information before sharing legal or institutional information.

8. Legal Advertising and Solicitation

Students and interns shall not use social media to:

- solicit legal work;
- promote themselves as practising advocates before being legally entitled to do so;
- advertise legal services in a manner contrary to applicable BCI rules;
- make misleading claims of expertise or professional success;



- publish client testimonials or promotional legal content without lawful authority.

The BCI's 17 July 2026 circular reportedly reiterates concerns regarding digital solicitation, promotional reels and content that may undermine professional ethics.

9. Official Social-Media Accounts of the College

9.1 Authorised Accounts

Only accounts formally authorised by the Principal or competent authority shall represent the College officially.

9.2 Social Media Administrator

The College shall designate a Social Media / Digital Communication Nodal Officer who shall:

- coordinate official digital communication;
- verify content before publication;
- maintain records of official posts;
- ensure appropriate permissions and consent;
- coordinate with the Principal and IQAC where necessary.

9.3 Approval of Content

Official posts shall preferably be approved by the designated authority before publication, particularly content relating to:

- legal proceedings;
- institutional policy;
- official statements;
- sensitive events;
- complaints or disciplinary matters;
- external regulatory authorities.



10. Student and Internship Undertaking

In accordance with the BCI directions reported in relation to the 17 July 2026 circular, the College shall obtain appropriate standalone undertakings from students regarding compliance with digital ethics and responsible social-media conduct, particularly:

1. at the time of admission; and
2. before commencement of internships, wherever required.

The undertaking shall acknowledge that students will not misuse court, client, chamber, case, confidential or internship-related material on social media.

11. Reporting of Violations

Any person may report suspected violations through:

- the Principal;
- the designated Social Media / Digital Ethics Nodal Officer;
- the Student Grievance Redressal mechanism;
- the appropriate College committee.

Reports should, wherever possible, contain:

- screenshot or link to the content;
- date and time;
- description of the alleged violation;
- relevant supporting information.

The College shall maintain confidentiality, to the extent legally permissible, regarding complaints and proceedings.

12. Institutional Response to Violations

Violation of this Policy may result in action under applicable:

- College rules;
- Student Code of Conduct;



- Bharati Vidyapeeth regulations;
- University rules;
- BCI directions;
- applicable laws and regulations.

Depending upon the nature and seriousness of the violation, action may include:

1. counselling or advisory;
2. direction to remove or correct content;
3. written warning;
4. withdrawal of institutional permission;
5. disciplinary proceedings;
6. restriction from representing the College;
7. action under applicable University or institutional rules;
8. referral to competent statutory or regulatory authorities.

The College shall follow principles of natural justice, proportionality, confidentiality and due process.

13. Awareness and Training

The College shall periodically organise:

- digital ethics orientation;
- BCI-related awareness programmes;
- cyber-law awareness sessions;
- internship orientation;
- workshops on privacy and confidentiality;
- training on responsible use of AI and digital media;
- legal literacy programmes on misinformation and deepfakes.



14. Review and Amendment

This Policy shall be reviewed:

- annually; or
- whenever there is a change in BCI directions, University regulations, applicable law or institutional requirements.

In case of inconsistency between this Policy and a binding direction of the BCI, statutory authority, court or University, the binding legal/regulatory direction shall prevail.

15. Policy Commitment

Bharati Vidyapeeth's New Law College, Kolhapur is committed to creating a digitally responsible legal education environment in which technology supports learning, legal awareness, research and public service without compromising professional ethics, confidentiality, judicial dignity or the integrity of the legal profession.




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ANNEXURE B

FINAL UNDERTAKING FOR LAW STUDENTS AT ADMISSION AND BEFORE INTERNSHIP

(Ref. BCI:D: 4657/2026 Date: 17.07.2026)

Filled by every student at the time of Admission

Derivation note: This undertaking is framed for legal education, internship discipline and professional training. It draws from the same professional standards which students must learn before entering the Bar, particularly dignity towards Courts, confidentiality, non-solicitation, proper use of robes and professional identity, and avoidance of unauthorized practice of law.

Annexure B shall be executed

Separately at the time of admission and again before commencement of every internship or institutional placement.

I, _____, student of _____, enrolled in LL.B. /B.A. LL.B./ DTL/ DLL course, hereby undertake as follows:

1. That I have read and understood the Bar Council of India circular on social media conduct, Court decorum, confidentiality, internship ethics, AI generated content, deep-fakes, voice cloned audio and synthetic content. (Ref. BCI:D: 4657/2026 Date: 17.07.2026)

2. That I shall not make reels, videos, photographs, posts, stories, vlogs, live streams or similar content inside Court premises, Court corridors, Court rooms, Bar rooms, chambers, law offices, law firms, legal aid offices or any internship location without express written permission and subject to Court rules and professional ethics.

3. That I shall not record, photograph, publish or circulate hearings, virtual proceedings, chamber discussions, client conferences, case files, pleadings, briefs, drafts, legal opinions, research assignments, settlement discussions, mediation discussions, cause lists, judicial data, client details, witness details, victim details or any sensitive professional material.

4. That I shall not create or circulate lawyer life reels, day in Court videos, day in chamber videos, internship reveal posts, case file content, courtroom drama content, AI generated images, deep-fake videos, voice cloned audio, synthetic clips or manipulated content depicting Courts, Judges, counsel, litigants, witnesses, victims, clients or Court proceedings.

5. That I shall not use internship access, chamber access, Court visits, robes, Court signage, senior chambers, law firm spaces, files or professional identity for self-promotion, follower seeking, glamourisation, indirect solicitation or content inconsistent with the dignity of the profession.

6. That I shall comply with all directions of the Court, Centre of Legal Education, internship coordinator, chamber, law firm, Advocate, Senior Advocate, Law Officer, Tribunal, public authority or institution where I am placed.

7. That I understand that breach of this undertaking may result in withdrawal of internship, reporting to the Centre of Legal Education, reporting to the Bar Council or any other action permissible in law and institutional rules.

Name and Signature of student _____

Course and year _____

Date _____

Counter signature of Faculty _____

ANNEXURE C

STAKEHOLDER DECLARATION FOR ADOPTION OF SOCIAL MEDIA CONDUCT PRINCIPLES

(Ref. BCI:D: 4657/2026 Date: 17.07.2026)

Derivation note. This declaration is an institutional adoption of existing professional duties under Chapter II, Part VI of the Bar Council of India Rules. It is intended to assist education, reporting, counselling and proportionate referral, and not to create a parallel disciplinary forum outside the Advocates Act, 1961.

We, **BHARATI VIDYAPEETH'S NEW LAW COLLEGE, KOLHAPUR (Affiliated to the Shivaji University, Kolhapur)**, being a Centre of Legal Education/legal institution, hereby adopt the social media conduct principles issued by the Bar Council of India and undertake to promote responsible digital conduct in the legal profession.

We shall circulate the circular, conduct orientation or sensitization sessions, discourage misuse of Court premises, robes, chambers, client material and professional identity, and encourage approved public legal awareness content which is accurate, dignified, non-promotional and non-sensational.

We shall designate a Social Media Ethics Nodal Officer or monitoring group, as feasible, to receive concerns, preserve basic evidence, counsel first time violators, request voluntary deletion where appropriate, and refer serious or repeated violations to the competent authority.

We shall not use this declaration as a tool for personal rivalry, censorship of lawful criticism or moral policing. The focus shall remain on Court dignity, confidentiality, privacy, prevention of solicitation, prevention of AI/deepfake misuse and preservation of professional ethics.

Signature and seal

Name and designation

Date

ANNEXURE E

FINAL FORMAT FOR APPROVED PUBLIC LEGAL AWARENESS CONTENT

(Ref. BCI:D: 4657/2026 Date: 17.07.2026)

Derivation note. This format permits ethical legal literacy while keeping the content within Rule 36, Rule 37 and the duties of dignity, confidentiality and fair conduct. Approval of awareness content shall not be treated as endorsement of the professional superiority of any individual Advocate.

Stage at which this annexure shall be executed

Before publication, upload, circulation or dissemination of the approved legal awareness content, with the script, source material and approval record to be preserved.

1. Topic of proposed content

2. Name of institution/ Centre of Legal Education preparing the content
BHARATI VIDYAPEETH'S NEW LAW COLLEGE, KOLHAPUR (Affiliated to the Shivaji University, Kolhapur)
3. Purpose of content, namely legal literacy, public legal awareness, constitutional literacy, procedural awareness, legal aid, mediation awareness, cyber safety or responsible legal education
4. Confirmation that the content is non promotional, non-soliciting, non-sensational, accurate, respectful to Courts and institutions and does not disclose confidential or personal data without lawful basis
5. Confirmation that no real Judge, Court proceeding, litigant, witness, victim, client, case file, chamber discussion or privileged communication is depicted without lawful authority
6. Confirmation that any illustrative AI generated or synthetic content is clearly labelled as illustrative, fictional or AI generated and does not impersonate any real person or real proceeding
7. Name and designation of approving authority **Coordinator/Principal**
8. Date of approval _____/_____/_____
9. Platform where proposed to be uploaded or circulated

10. Record of script, visuals and approval to be preserved by the institution

Signature and seal
Name and designation
Date