



Dr. Subhash
University

No.: DSU/Circular/Marketing/2026/

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Circular

To, All Deans, Heads of Departments, Faculty Members and Staff

Subject: Project- Mandatory Use of Event-Specific Hashtags in All Social Media Posts

Season's Greetings!

To ensure consistent branding, improved visibility and effective tracking of the University's events and activities across social media platforms, all Deans and Heads of Departments are requested to instruct their respective faculty members to inform and guide students to use the prescribed event-specific hashtag in every social media post related to any DSU event or activity.

Mandatory Hashtag Format:

#DSU(EventName)2026

Example: For an event named "Cultural Fest", use #DSUCulturalFest2026.

Please replace "EventName" with the actual name of the event, without spaces or special characters, while retaining the #DSU prefix and 2026 suffix. The same hashtag must be used consistently across all event-related posts, reels, stories, photographs, videos and other social media content, wherever hashtags are supported.

All Deans and Heads of Departments are requested to ensure that faculty members communicate this instruction clearly to students and encourage strict compliance for every event-related post. This practice will help strengthen DSU's digital presence and make event-related content easier to identify and track.

Your cooperation and support are appreciated. For any clarification, kindly contact the Marketing Department.

With Best Wishes,


Dr. Jignesh J. Patel,

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