



Dr. Subhash
University

No.: DSU/Circular/Marketing/2026/105

Circular

Date: 27th October, 2026

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 staff members are hereby instructed 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. Use the same hashtag consistently across all posts, reels, stories, photographs, videos and other event-related social media content, wherever hashtags are supported.

All Deans and Heads of Departments are requested to ensure that this instruction is communicated to their respective teams and followed strictly 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 compliance are appreciated. For any clarification, kindly contact the Marketing Department.

With Best Wishes,

Dr. Jignesh J. Patel,

Registrar,

Dr. Subhash University,

Junagadh

Dr. Subhash Road,

Junagadh, Gujarat - 362001