



ABSTRACT

Highways and Minor Ports Department – Creation of an Official Instagram Account for the Highways Department to disseminate information relating to the day-to-day activities of the Department – Orders – Issued

Highways and Minor Ports (HN.2) Department

G.O.(Ms) No.71

Dated 07.08.2026.

பராபவ, ஆடி 22, திருவள்ளூர்வராண்டு, 2057.

Read:-

From the Director General, Highways Department, Chennai, Letter No.7/IT Cell/Instagram/2026, dated 03.06.2026.

ORDER:

In the letter read above, the Director General, Highways Department has informed that, it is proposed to create an Instagram Account for Highways Department for posting the day-to-day activities of the Department. Instagram is a photo and video sharing social platform that allows to create and post visual content and may be used to disseminate existing government policies, civic information and day-to-day activities of the Department including posting of daily reels related to Inspections by the Honourable Minister, Secretary, Chief Engineers and Superintending Engineers etc.,

2. In this regard, the Director General, Highways Department has sent the following details are submitted for perusal and approval: -

(i) The Instagram account proposed to be created for the Department may be operated by a Single Nodal Officer of the Department to post the content.

(ii) All Wings of Highways Department may be informed to nominate one Nodal Officer as Single Point of Contact at HOD office (in the rank of Divisional Engineer/Deputy Chief Engineer) to approve and share the Social Media content that are to be posted (photo/video/content) as and when created / content arises pertaining to their respective Wings with the Nodal Officer maintaining the Instagram Account.

(iii) All Wings may be informed to issue necessary instructions to their subordinate Offices (Division Level) to follow the Insta Account and view the content posted and comments from public.

(iv) The Division Level Official may decide upon the action to be taken for any Comments posted based on its sensitivity and shall furnish the action taken to their respective Nodal Officer through the Superintending Engineer concerned.

(v) The concerned Nodal Officer shall peruse and approve the contents / replies to comments and forward it to the IT Cell for necessary action.

(P.T.O...)

(vi) The Chief Officer (IT), Information Technology Cell, O/o the Director General may be the Nodal Officer responsible for posting the comments received from the Nodal Officer of each Wing.

(vii) The Instagram Account may be created in the name "Highways_TN".

(viii) The content pertaining to Highways Department posted in TNDIPR website may also be posted in Highways Instagram Account.

(ix) The procedure for creation of Instagram Account for TN Government Departments shall be followed.

3. The Director General, Highways Department has therefore requested the necessary orders to create the Instagram Account for Highways Department and also furnished the details mentioned at para 2 above.

4. The Government after careful examination, accept the proposal of the Director General, Highways Department and to orders for creation of an Official Instagram Account for the Highways Department to disseminate information relating to the day-to-day activities of the Department and also requested to follow the instructions mentioned at para-2 above along with the suggestion of the Tamil Development and Information Department for opening official Government Social Media Accounts may strictly followed as follows:-

A. General Suggestions (Applicable to All Platforms)

1. Obtain prior administrative approval from the competent authority before creating the account.
2. Create the account only using an official government email ID and an official mobile number.
3. Use a standardized account name / username / handle that clearly identifies the department or office.
4. Display the official department logo/emblem and use approved profile and cover/banner images, wherever applicable.
5. Ensure the account name, bio/About section, website, and contact details are accurate and consistent with official government branding.
6. Enable Two-Factor Authentication (2FA) and securely maintain login credentials.
7. Nominate only authorized administrators and maintain a record of account access.
8. Publish only verified and officially approved information.
9. Comply with the Government of India and State Government social media policies, the Information Technology Act, 2000 (as amended), and the respective platform's Community Standards / Platform Rules.
10. Do not publish confidential, classified, copyrighted, misleading, politically partisan, or unauthorized content.

11. Regularly monitor comments, replies, mentions, messages, and direct messages; respond appropriately and moderate content in accordance with applicable policies.
12. Maintain an archive of important posts and ensure formal handover of account credentials and administrative access during transfer of officials.

Platform-Specific Verification Suggestions

1. Instagram

Blue Verified Badge

- Instagram provides only the Blue Verified Badge (Meta Verified/Official Verification). There is no Grey Tick for government organizations.
- Before applying:
 - Ensure the account represents an official government entity.
 - Complete the profile with official branding, website, and contact details.
 - Enable Two-Factor Authentication (2FA).
 - Keep the account active with authentic official content.
- Apply through Meta's official verification process, subject to eligibility and approval.

2. Facebook

Blue Verified Badge

- Facebook provides only the Blue Verified Badge for authentic public entities. There is no Grey Tick for government organizations.
- Before applying:
 - Ensure the Page represents an official government entity.
 - Complete the profile with official branding, website, and contact details.
 - Enable Two-Factor Authentication (2FA).
 - Keep the Page active with official content.
- Apply through Meta's official verification process, subject to eligibility and approval.

3. X (formerly Twitter)

A. Grey Tick (Official Government Verification)

- Intended for official government departments, ministries, agencies, constitutional offices, and government officials.

- Before applying:
 - Ensure the account represents an official government entity.
 - Create the account using an official government email ID.
 - Link the official government website.
 - Use official government branding.
 - Enable Two-Factor Authentication (2FA).
- Apply through X Premium Organizations (Government) or any official verification process prescribed by X.

B. Blue Tick (X Premium)

- Available through an X Premium subscription.
- Provides premium features such as:
 - Longer posts
 - Edit posts
 - Longer video uploads
 - Enhanced visibility
 - Analytics and other premium features
- The Blue Tick is not an official government verification badge.
- Government departments should prefer the Grey Tick wherever eligible.
- The Blue Tick may be considered for individual government officials or spokespersons only with approval from the competent authority.

(By Order of the Governor)

**Shunchonngam Jatak Chiru,
Principal Secretary to Government.**

To

The Director General, Highways Department, Chennai -25.

The Project Director (H), Chennai Kanniyakumari Industrial Corridor Project,
Chennai -25.

The Project Director, Tamil Nadu Road Sector Project –II, Chennai -28.

The Chief Engineer (C&M), Chennai Region,
Highways Department, Chennai- 25.

The Chief Engineer (C&M), Madurai Region,
Highways Department, Madurai - 02.

The Chief Engineer (C&M), Coimbatore Region,
Highways Department, Coimbatore - 43.

The Chief Engineer (C&M), Trichy Region,
Highways Department, Trichy - 20.

The Chief Engineer (National Highways),
Highways Department, Chennai-25.

The Director, Highways Research Station, Chennai-25.

The Chief Engineer (Planning, Designs & Investigation),
Highways Department, Chennai-25.
The Chief Engineer / Member (Technical),
Tamil Nadu State Highways Authority, Chennai – 25.
The Executive Director, Tamil Nadu Road Infrastructure Development Corporation,
Chennai-2.
The Chief General Manager,
Tamil Nadu Road Development Company, Chennai -28.
The Chairman & Managing Director,
Poompuhar Shipping Corporation Limited, Chennai – 35
The Vice Chairman & Chief Executive Officer,
Tamil Nadu Maritime Board, Chennai-28.
The Accountant General, Chennai – 18.

Copy to:-

The Special Personal Assistant to Hon'ble Minister for Public Works
and Sports Development, Secretariat, Chennai-9.
The Senior Private Secretary to Principal Secretary to Government,
Highways & Minor Ports Department, Secretariat, Chennai – 9.
Information Technology & Digital Services Department, Secretariat, Chennai -09.
Tamil Development and Information Department, Secretariat, Chennai -09.
All Officers / Sections of Highways and Minor Ports Department,
Secretariat, Chennai – 9.

(C.No.14289097/HN2/2026)

SF/SC

//Forwarded by Order//

M. Anwar Rahman
Section Officer
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07.08.2026