



कर्मचारी भविष्य निधि संघठन

EMPLOYEES' PROVIDENT FUND ORGANISATION

श्रम एवं रोजगार मंत्रालय, भारत सरकार

MINISTRY OF LABOUR & EMPLOYMENT, GOVERNMENT OF INDIA

मुख्य कार्यालय/Head Office

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Website: www.epfindia.gov.in, www.epfindia.nic.in



No:C&PR/2021/Social_Media_Strategy_Meeting/49598

Dated:16-04-2026

To,

All Zonal Heads

Sub: Reposting of Posts of HLEM in Social Media Handles of EPFO offices

Madam/Sir,

Reference is invited to the Minutes of Meeting dated 11.03.2026 taken by Addl. PS to HLEM with all Nodal Officers of Field Offices, wherein field offices were, inter alia, directed to share/repost social media posts and update the social media tracker circulated by the HLEM Office (copy attached).

2. In this regard, a social media tracker for 13-04-2026 was shared by HLEM office with Nodal Officers. However, 49 offices failed to comply with the directions and have not updated tracker within the timeline (copy attached).

3. The matter of non-compliance has been viewed seriously as it undermines the effectiveness of coordinated outreach efforts.

4. In view of the above, all Zonal Offices are requested to **establish a robust mechanism** at Zonal Office to:

- i) Ensure sharing/reposting of all posts and prompt updating of trackers, within the timelines
- ii) Monitoring the social media activities of all field offices and ensure compliance of all the directions/instructions
- iii) Non-complying field offices may also be identified at Zonal Office level and their nodal officers may be sensitized
- iii) Ensure nodal officers from Zonal & ROs level are added in the C&PR Whatsapp Group.

Yours faithfully,

(Pankaj)

Addl. CPFC (HQ) (C&PR)

**Field Offices who have not updated social media tracker
for 13th April 2026 shared by HLEM office - reg**

<
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>

EPFO OUTREACH HEAD OFFICE < rc.publicity@epfindia.gov.in >

Wed, 15 Apr 2026 10:34:37 AM +0530

To "Addl CPFC DL UT"<acc.dlut@epfindia.gov.in>,"Addl CPFC PB HP"
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महोदया/महोदय,

Kindly refer to the attached point 1 of attached minutes of meeting dated 11-03-2026 by Addl. PS to HLEM with all nodal officers of Field Offices wherein "All field offices to retweet/repost posts of Hon'ble Labour & Employment Minister on social media platforms. All nodal officers to update the tracker after reposting. Tracker will be shared in Nodal Officers Whatsapp group by the team of HLEM."

2. In this regard, a social media tracker for 13th April 2026 was shared by HLEM office in the whatsapp group on 14-04-2026 with a request to retweet and update tracker by 11:00 AM 14-04-2026. However, it is noticed that **HLEM post is not shared and tracker has not been updated by 49 offices as on 15/04/2026 10:00AM.**

3. The 49 defaulting offices are as follows: EPFO RO Bhagalpur, EPFO RO Ahmedabad, EPFO RO Delhi South, EPFO ZO Rajasthan, EPFO RO Allahabad, EPFO ZO Uttar Pradesh, EPFO RO Delhi Central, EPFO RO Bhubaneswar, EPFO

15/04/2026, 10:36

Field Offices who have not updated social media tracker for 13th April 2026 shared by HLEM office - reg

RO Puducherry, EPFO RO Vellore, EPFO RO Kerala, EPFO RO Srinagar, EPFO RO Kozhikode, EPFO RO Madurai, EPFO ZO Odisha, EPFO RO Vatwa, EPFO RO Lucknow, EPFO RO Chandigarh, EPFO RO Jodhpur, EPFO ZO Bengaluru, EPFO RO Darjeeling, EPFO RO Port Blair, EPFO RO Jamshedpur, EPFO RO Jalpaiguri, EPFO RO Kannur, EPFO RO Kochi, EPFO RO Kollam, EPFO RO Kottayam, EPFO RO Nariman Point, EPFO RO Sagar, EPFO RO Tiruppur, EPFO RO Indore, EPFO RO Amritsar, EPFO RO Jaipur, EPFO RO Raichur, EPFO RO Udaipur, EPFO RO Gurugram Central, RO Ladakh (Leh), RO Rajamahendravaram (AP), RO Tumkur, RO Gwalior, RO Peenya, RO Varanasi, RO Rourkela, RO Fort, EPFO RO Ranchi, Meerut, EPFO RO Koramangala, EPFO Barkatpura.

4. In this regard, Zonal Offices are requested to ensure **immediate** sharing and updation of tracker and confirm by return email by 11:00 AM.

संचार एवं जनसंपर्क(सी&पीआर) प्रभाग / Communication & Public Relations(C&PR)

Division

ईपीएफओ, मुख्य कार्यालय/ EPFO, Head Office

श्रम और रोजगार मंत्रालय, भारत सरकार / Ministry of Labour & Employment, Government of India

SUBSCRIBE to <https://youtube.com/@officialepfo/> to get authentic information on EPFO schemes and its benefits

1 Attachment(s)

Minutes of PS to HLEM dated ...

301.5 KB

Minutes of the Meeting

A VC is held today ie 11-03-2026 02:30 PM with all the C&PR Nodal Officers of all Field Offices to discuss "Social media activities and amplifications of posts". The meeting was chaired by Sh Himanshu Pathak, Addl. PS to Hon'ble LEM. The meeting was attended by following officers apart from the nodal officers of ROs and ZOs:

1. Sh Alok Yadav, RPFC-I
2. Sh Vishwa Mitra, RPFC-II
3. Sh Sunny Verma, AO
4. Ms Sanchita Parmar, AO
5. Sh Om Prakash, SO
6. Sh Gautam Angira, Team Lead of Social Media Agency and other team members of C&PR Division.

In order to enhance the visibility and reach of public related work done by EPFO, MoL&E and its subordinate offices, following directions have been issued by the office of Hon'ble LEM:

1. All field offices to **retweet/repost all labour-related posts of Hon'ble Labour & Employment Minister** on social media platforms. All nodal officers to update the tracker after reposting. Tracker will be shared in Nodal Officers Whatsapp group by the team of HLEM.
2. The good work and initiatives undertaken at the field office level should be highlighted through social media in **local languages**. Regional offices may also **coordinate with local Press Information Bureau (PIB) offices** for conducting press conferences to further amplify such initiatives. HLEM team will share details of PIB offices.
3. Field Offices may **record and post testimonial videos** of members, pensioners and employers on their social media accounts. They may forward good success stories to C&PR division, EPFO Head office for wider dissemination and for the perusal of office of HLEM. Good stories of field offices shall also be posted/shared by HLEM.
4. Social Media accounts of few offices are does not exist or inactive/dormant (ie they are not posting any post) or have zero followers. These offices shall review their accounts on **all platforms** and mark their status active in below google spreadsheet by 17th March 2026.

Link:

https://docs.google.com/spreadsheets/d/1FlcPds5lLNGBIXp_s0upPirCUC_hKLfl_FTcc-Y45ZM/edit?gid=0#gid=0

5. All Zonal Offices shall proactively **monitor** the social media activities of field offices and ensure all accounts are **active**, posting and reposting posts of Ministry of Labour & Employment/EPFO and its subordinate offices (ESIC, DGMS, Labour bureau, DGFASLI, etc) **within 2 hours of posting**.

*****End of Minutes*****