

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Comm., Baramati
Department of Media and Communication Studies

Date: 08th February 2020


Report on one day workshop on 'Social Media Management'

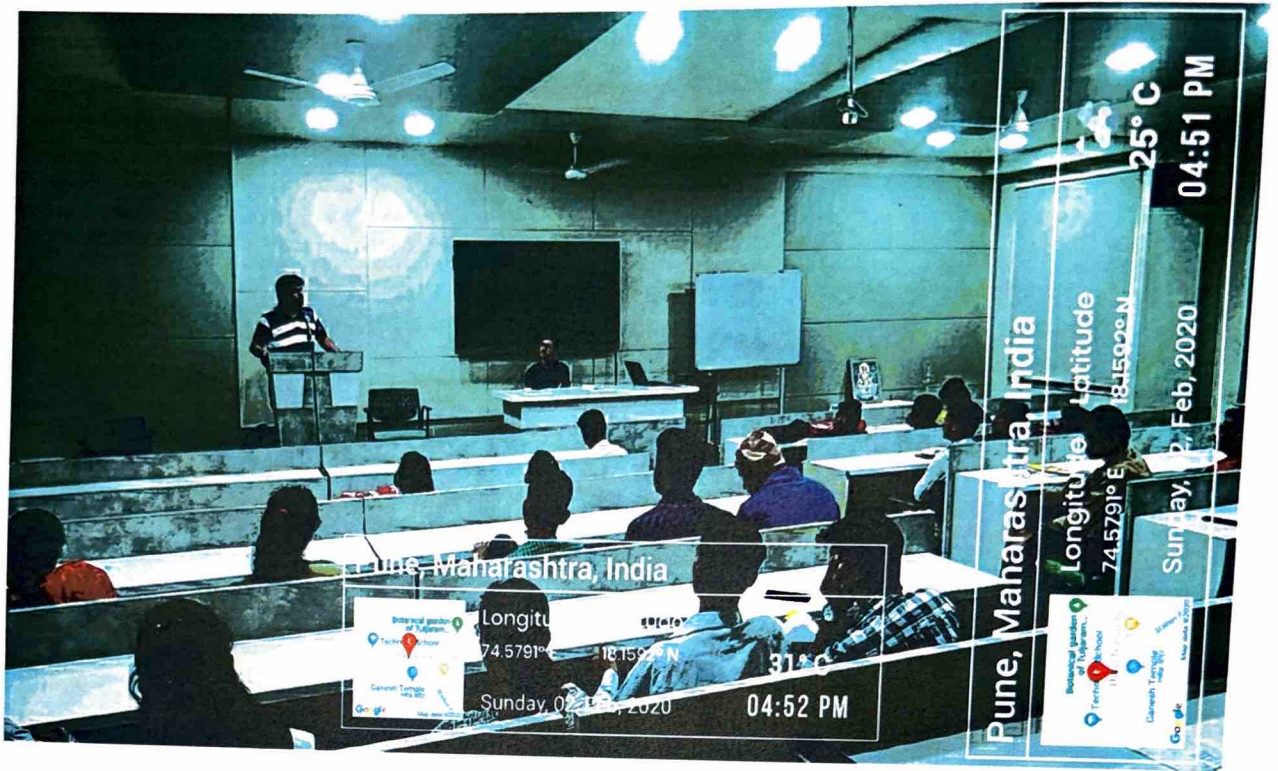
Entrepreneurship development cell and Department of Media and Communication studies organized one day workshop on Social Media Management on 2nd February, 2020. Social Media Management workshop was conducted by Mr. Soham Banerjee, Lead Executive- Social Media, DVIO Digital Pvt. Ltd. and Mr. Nirbhaykumar Ulaswar, Sr, Video editor and Motion Graphic Designer, DVIO Digital Pvt. Ltd. . Workshop divided in to two secessions. In the first secession there were two lectures. In the first lecture Mr. Soham Banerjee introduced basic terms in social media management, Use of Social Media for promotions. In the second lecture Mr. Nirbhaykumar give insights of Online Advertising. Before concluding first secession both guest gave group activity for the students.

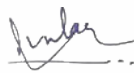
In the second secession Mr. Soham Banerjee delivered lecture on social media matrix and content development. He also presented some case studies of social Media management. In the last lecture Mr. Nirbhaykumar deliver lecture on the topic of social media advertising. In this secession Mr. Nirbahyumar gave some real issues problems to solve students.

Last secession was based on the question and answers. Both guests gave answer on student's queries and questions. Total 80 students were present to the workshop. We are very thankful to Dr. Chandrashekhar Murumkar, Principal, Dr. Vikas Kakade, Chairman, ED cell for giving such a great opportunity to conduct this workshop. This workshop will be helpful for students.




Principal
Tuljaram Chaturchand College
Baramati




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Activity 01

One day workshop on 'Social Media Management'


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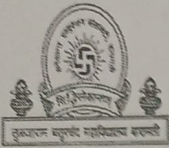
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Last secession was based on the question and answers. Both guests gave answer on student's queries and questions. Total 55 students were present to the workshop. We are very thankful to Dr. Chandrashekhar Murumkar, Principal, Dr. Vikas Kakade, Chairman, ED cell for giving such a great opportunity to conduct this workshop. This workshop will be helpful for students.

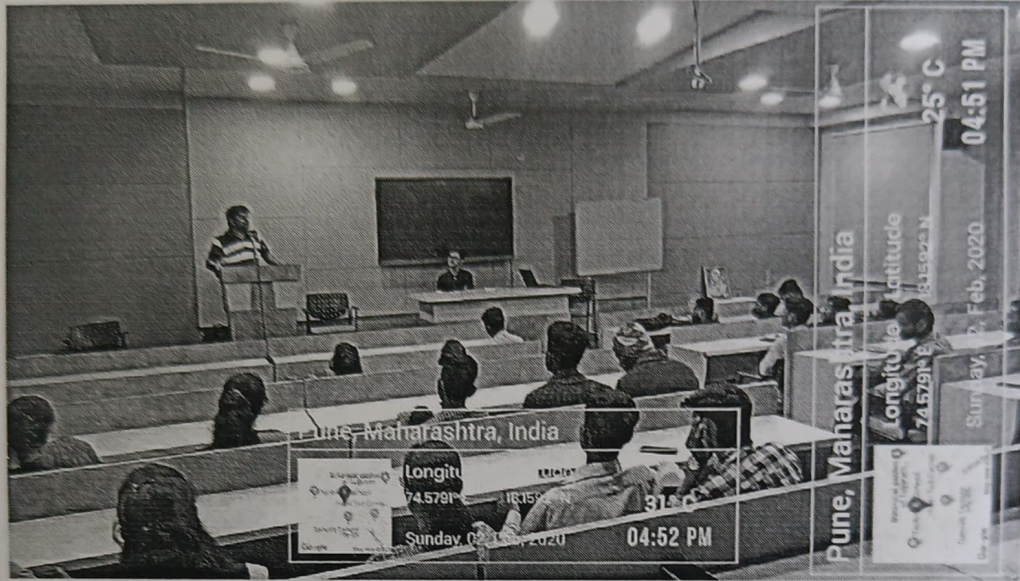



HOD, DMCS


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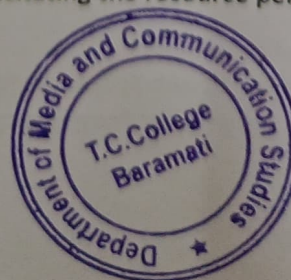
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Mr. Soham Banerjee delivered lecture on social media matrix and content development.



Asst. Professor Pandit Sir felicitating the resource person.



Pandit

[Signature]
Principal
Tuljaram Chaturchand College
Baramati