



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

**DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION**

Organises

Faculty Development Programme

EFFECTIVE USE OF SOCIAL MEDIA TOOLS



Date
9th April 2021



Time
2:30pm - 4:30pm

Dr. Amit Kumar

Associate Professor

Department of Journalism & Mass Communication

Prof.(Dr).S.K Garg
Director General MAIMS

Prof .(Dr). G.P Govil
Advisor, MATES

Prof.(Dr.) Ravi Kumar Gupta
Director,MAIMS

Prof.(Dr). Vinita Gupta
HOD,Dept. of Journalism

Venue : 9th Block, Seminar Hall

Event Report

Faculty Development Programme on Effective Use of Social Media Tools

Friday, April 9, 2021 – 02:30-04:30 PM – Seminar Hall (9th Block)

A Faculty Development Program on effective Use of Social Media Tools was conducted on Friday, April 9, 2021, from 02:30 to 04:30 PM at the 9th Block, Seminar Hall. The programme was inaugurated in the graceful presence of Prof. (Dr.) S K Garg, Director-General of MAIMS, Prof. (Dr.) G P Govil, Advisor MATES, Prof. (Dr.) Ravi Kumar Gupta, Director MAIMS, and Prof. (Dr.) Vinita Gupta, HoD, Department of Journalism and Mass-Communication.

In his inaugural address Prof. (Dr.) S K Garg suggested that these inter-departmental discussions are like the tea-table discussion to share knowledge and should be conducted regularly to apprise faculty members about the latest development in different domains.

The dignitaries were introduced by Dr. Nisha Singh, Assistant Professor in the Department of Journalism and Mass-Communication, MAIMS, who then invited the Resource Person of the FDP, Dr. Amit Kumar, Associate Professor in the Department of Journalism and Mass-Communication, MAIMS to address the gathering.

The presentation was focused on Social Media Communication by knowing the platform (Twitter, Instagram and Facebook), understanding the audience, creating an appropriate content strategy for organic outreach to achieve a positive online reputation.

After the successful completion of the programme, the vote of thanks was proposed by Dr. Nisha Singh. Prof. (Dr.) Ravi Kumar Gupta congratulated Prof. (Dr.) Vinita Gupta on conducting the FDP and stressed on taking the discussion on social media further to enable faculties and students alike to become an expert on new-age communication tools.





Source: Computer
Searching all sources...

Social Media Communication

- ▶ Knowing the Platform
- ▶ Understanding the Audience
- ▶ Content Strategy
- ▶ Organic Outreach
- ▶ Online Reputation Management





THE ONLY WAY TO DO GREAT WORK
IS TO LOVE WHAT YOU DO.
- STEVE JOBS

Use of Social Media Tools
for Employee
Communication