Nineth Short-Term Capacity Building Programme on
'Crafting the Digital Identity: Social Media for Higher Education Institutions'

The Academic and Administrative Development Centre of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. recently organized its IX Short Term Capacity Building Programme under the theme "Crafting the Digital Identity: Social Media for Higher Education Institutions." The inauguration, held on November 27, 2023, was presided over by Dr. V. Bharathi Harishankar, Vice Chancellor of the Institute. Dr. Harishankar underscored the pivotal role of social media in academic and teaching-learning processes in her Presidential and Inaugural address.

The event, facilitated by AIU-AI-AADC and the Social Media Administration Cell, commenced with a prayer and a welcome address by Dr. D. Shanmugapriya, Head of the Department of Information Technology and Coordinator of the Social Media Administration Cell. Dr. B. Sargunam, Dean of the School of Engineering and Coordinator of the Social Media Administration Cell, provided a detailed overview of the program's sessions, emphasizing its objective to enhance digital identity crafting for higher education institutions through strategic social media utilization.

Dr. Shanmugapriya, from Avinashilingam Social Media Administration Cell, delivered a comprehensive overview of social media operations, detailing standard operating procedures for posting content on institutional pages. Mr. Krishna R. Jeyam, CEO of Classdemy, Chennai, shared insights on Social Media Marketing strategies for Educational Institutions, including dos and don'ts for impactful posts on platforms like Linkedin, Facebook, and Instagram, and exploring the concept of "edutainment."

Sessions III and IV focused on hands-on training for Personalized Content Creation and leveraging Visual Media for Academic Success. Participants learned to use the Canva app for easy customization of templates and creation of infographic posts. The session also covered accessing copyright-free images from Pexels.com and simplifying video creation using Lumen5.com.

During Day 2, Dr. Ajita Deshmukh, Assistant Professor and Program Leader at MIT Art, Design and Technology University, Pune, provided insights on navigating the academic Twitter-verse and showcasing campus life on Facebook and Instagram. The session included effective logo handling and branding strategies on social media, emphasizing Twitter's superiority and analyzing Oxford University's website. Sampark Sachdeva, Founder & CEO of SamparkSeSampark, Mumbai, highlighted the significance of LinkedIn for personal branding, offering insights on profile

optimization, strategic content creation, and success mantras for network expansion. The session concluded with strategic pointers for educational institutions to enhance their presence on social media.

Mr. V. Raj Ganesh, Chief Marketing Officer at Roots Group of Companies led a session on Data-Driven Marketing, emphasizing the strategic utilization of consumer data for brand communication. He highlighted the key benefits of leveraging consumer data and provided insights into effective strategies for reaching customers. The discussion delved into the role of Data Analytics in social media strategies, covering aspects like customer reach, impressions, landing pages, engagement rates, click-through rates, and conversions. The engaging session concluded with interactive queries and discussions.

Mr. Sankarraj Subramanian, Founder & CEO of Prompt Infotech focused on the importance of cautious data usage for targeted advertising and content recommendations. He addressed potential misuse concerns and underscored the significance of privacy, security, and anonymity on social media platforms. The presentation covered practical aspects, including free data recovery tools, caution against hacking on Gmail, and privacy considerations on Instagram, Facebook, and LinkedIn. Information leakage, security, privacy, and branding were emphasized, along with insights into handling links from unknown sources.

Mr. Ram Prakash Govindrajan, CEO of ProGrad, Bengaluru emphasized the importance of authentic engagement in online communities. Strategies such as active listening, understanding audience needs, and providing quality content to build relationships were discussed. Enhancing brand reputation involves valuable feedback, research, and sustained growth. The session provided a roadmap for audience attraction on social media.

Mr. S. Adithya continued the session on "Audience and Channels," advising on wisely choosing and prioritizing audiences. Relevant platforms for students, including Facebook, Instagram, and Snapchat, were highlighted. Emphasizing channel-specific content strategies, the session underscored the significance of audience attention spans and responsiveness, concluding with the mantra, "Know What Works Where."

Mr. Naresh Kumar, Senior Digital Marketing Consultant at Primorsis System LLC emphasized the significance of peer-to-peer branding through student ambassadors. Key strategies included understanding the target audience, formulating a robust social media strategy with identified KPIs, and selecting the right platforms. Ms. Deepali Gulati, Cofounder and CMO of Diversity Ace Business Consultant discussed the significance of social media advertising, highlighting its evolution and diverse formats like ImageAds, VideoAds, and more. Emphasizing personal

connection, she covered targeting tools such as hashtags and boosting on platforms like Facebook and LinkedIn. Stressing the role of effective content creation, she outlined avenues for sponsored content, including influencers and bloggers. Gulati underscored the importance of adhering to regulations and ethics on social media platforms, concluding that the right platform is crucial for targeted outreach.

Mr. N.S. Jagadheesan, Director of Digitality, Chennai focused on cross-promotion in social media, highlighting key strategies such as promotional displays, digital partnerships, email marketing, and influencer collaboration. Emphasizing the benefits of cross-promotion, including expanded reach and cost-effectiveness, he stressed the increasing global user base of 4.9 billion on social media in 2023. Social media collaborations, particularly on platforms like Instagram, Facebook, YouTube, and Snapchat, were discussed as effective ways to enhance reach and engagement.

Ms. Niveda C. P, Advocate at Madras High Court delivered a compelling presentation on responsible digital branding at educational institutions. Emphasized ethical considerations, ADA compliance, and accessibility, illustrating case studies to highlight consequences of irresponsible digital branding. Discussed the benefits of inclusive approaches and practical strategies, referencing India's developing Model of Digital Inclusion.

Mr. Joseph Jude, CTO at Net Solutions, Chandigarh conducted a session on 'YouTube and Podcast Mastery for Educational Channels,' aiming to empower educators in utilizing these platforms effectively. Covered video content creation, YouTube channel optimization, branding, and building learner communities. Emphasized podcast strategies, discussing hosting platforms, audience reach, and integration with educational platforms. Participants received practical insights through Mr. Joseph's platform demonstrations, resulting in positive feedback on the session's applicability and satisfaction with its content.

Ms. Deepali Gulati, Co-Founder and CMO of Diversity Ace Business Consulting, Chandigarh delivered a lecture on 'Fostering Positive Interactions and Managing Comments Effectively on Social Media.' Provided insights on building a positive online community for educational institutions, emphasizing techniques for handling both positive and negative comments. Emphasized "Do's and Don'ts" for maintaining a constructive digital environment. The interactive session encouraged participants to share experiences and discuss engagement strategies, addressing acceptable behavior through real-world scenarios.

Ms. Poorvaja Ragupathy, Advocate and Associate at SGLC Coimbatore delivered a compelling valedictory address centered on 'Intellectual Property and Copyright Considerations in Social Media.' With a keen focus on legal nuances, provided invaluable insights into safeguarding

educational content and ensuring adherence to copyright laws. Her guidance empowered educators, elucidating strategies for navigating fair use and securing permissions for digital content.

The valedictory session marked the successful conclusion of the "IX Short Term Capacity Building Programme on Crafting the Digital Identity," featuring engaging discussions, presentations, and workshops. Inaugurated on 27.11.2023, the collaborative efforts of speakers, organizers, and participants ensured the program's success, fostering a community committed to responsible digital education. The impact is expected to resonate in participants' future endeavors, contributing to the ongoing evolution of responsible digital education practices.