

Goa University

Directorate of Internal Quality Assurance

Report on Workshop “Effective Social Media Coverage & Usage”

1. Title of the Event/Activity/program	Effective Social Media Coverage & Usage
2. Date and Time	13 th December 2024
3. Mode of conduct (Physical/Online)	Physical mode
4. School/ Directorate/ Section	Directorate of Internal Quality Assurance
5. Detail of the Resource Person (Brief biodata)	<p><u>Vernon Fernandes</u> Postgraduate in Computer Applications and Co-founder of Team Inertia Technologies, he has over 21 years of experience working with large organizations across Goa. He has been instrumental in setting up various IT solutions and driving successful digital marketing campaigns across multiple sectors, including hospitality, real estate, and education. His expertise lies in leveraging technology to innovate and deliver impactful solutions that cater to diverse industry needs.</p> <p><u>Abhay Mishra</u> A Master of Business Management and Certified Digital Media Marketing Master, Abhay Mishra brings over 20 years of diverse experience spanning corporate roles, consulting, entrepreneurship, start-ups, education, and environmental initiatives. His expertise lies in driving innovation, strategic growth, and impactful solutions across various sectors.</p>
6. Number of Faculty attended/participated	06

7. Number of Student attended / participated	63
8. No. of other participants	03
9. The objectives of the Program/activity/event	This event aims to provide insights and strategies for leveraging social media platforms effectively to enhance the university's visibility and engagement with its stakeholders.
10. Description of the Program/activity/event	<p>The event highlighted the importance of social media in modern education and institutional branding.</p> <p>The session then delved into Content creation, curation, and management of social media platforms of educational institutions by exploring ideas and international standards.</p>
11. Benefit/Key outcomes of the Program/activity/event	<p>Enhanced understanding of social media tools and strategies.</p> <p>Strengthened the digital presence of Goa University.</p>
12. Enclosures with report	Circular/notice, Flyer, Geo-tag photos, Attendance of faculty

Signature:

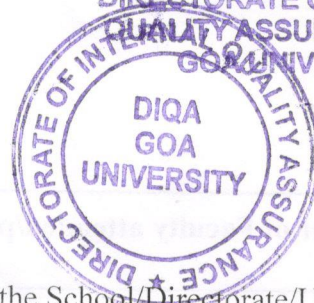
Name of coordinator: Dr. Pinky Pawaskar

Designation: Assistant Professor/Social Media Champion

Signature

Director, DIQA/IQAC:

DIRECTOR
DIRECTORATE OF INTERNAL
QUALITY ASSURANCE (DIQA)
GOA UNIVERSITY



Seal of the School/Directorate/University



GOA UNIVERSITY SOCIAL MEDIA COMMITTEE DIRECTOR- IQAC

IS ORGANISING

A WORKSHOP ON “EFFECTIVE SOCIAL MEDIA COVERAGE AND USAGE”

RESOURCE PERSONS:

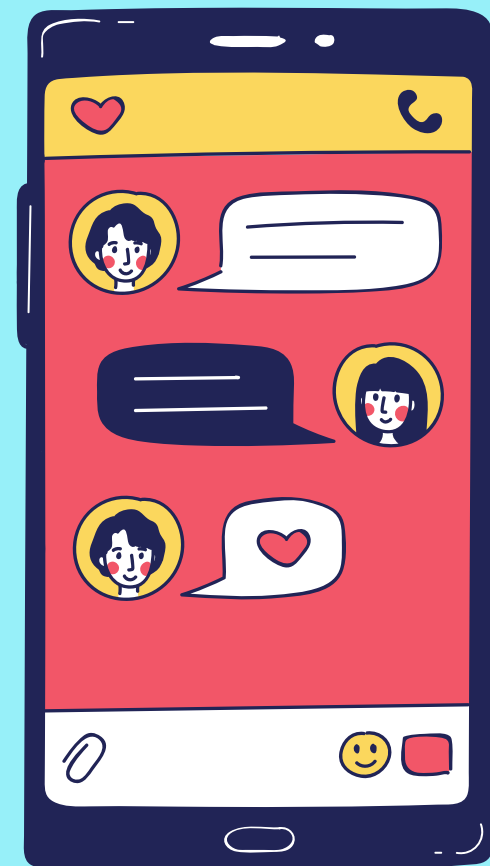
ABHAY MISHRA (TIPPING POINT)
VERNON FERNANDES (TEAM INERTIA)

13TH DECEMBER, 2024
VENUE: LECTURE HALL, FF 7
GOA BUSINESS SCHOOL
3:00 PM TO 5:00 PM

CLICK ON THE ICON BELOW
FOR REGISTRATION:



(MAX 50 PARTICIPANTS)



CONVENER: DR. PINKY PAWASKAR







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