

Social Media and Website Management Committee (SMWM)

Report 2022-2023

Social Media and Website Management (SMWM) Committee Members:

- **Dr. Vishaka Karnad- Convenor**
- Ms. Sanghmitra Navalgund
- Ms. Sanjay Chandalia

The Committee of Social Media and Website Management Committee (SMWM) was newly formed this year for the purpose of augmenting visibility on social media and to coordinate the creation and development of the new College Website.

Goal:

- To expand our audience for enhancing the visibility of the College with wider and deeper reach and to employ social media platforms as a mode of communication.

Aim & Objectives:


- To establish a presence and increase your reach on social platforms.
- To ensure regular posts on social media and on website.
- To engage in search engine optimization.
- To increase online communication modes and feedback systems.

Role of Committee (Faculty and Students):




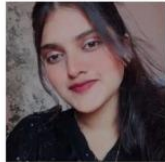




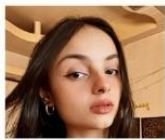







- Creating, publishing, and analysing content to be posted on social media platforms like Facebook, Instagram, Twitter, LinkedIn and YouTube as well as engaging with users on those platforms.
- Every member to consider themselves as content creators and as community connectors.
- Act as listeners listening out for relevant conversations on social media, replying to comments and inquiries.
- Act as monitors and keep a check on engagement rates, traffic, click-through, like /comment/share and follow rates and try to increase the clicks.




The following are the links to the College Website and Social Media Handles. Students, faculty and well-wishers were requested to like/follow and share the links far and wide.

- **College Website**
<https://nirmalaniketan.com/>
- **LinkedIn**
<https://www.linkedin.com/in/college-of-home-science-nirmala-niketan-497a91244>
- **Instagram**
<https://www.instagram.com/chsc.nn?r=nametag>
- **Facebook**
<https://www.facebook.com/College-of-Home-Science-Nirmala-Niketan-110138191747057/>
- **Twitter**
Check out College of Home Science Nirmala Niketan (@HmScNN):
<https://twitter.com/HmScNN?t=vvexwLhIkTMOrdH6CQdL3A&s=08>
- **YouTube**
https://youtube.com/channel/UCU0K5I_wxGm6k-2ZOEMbt-g



College of Home Science Nirmala Niketan SMWM SQUAD

 <i>Melann - TyCRM</i>	 <i>Palak -MSc2 FND</i>	 <i>Humera -TYFND</i>	 <i>Juveria - TYHD</i>
 <i>Arwa - SyBsc</i>	 <i>Mrudula - TYCRM</i>	 <i>Simran - TYTFT</i>	 <i>Kinjal - TYHD</i>
 <i>Mazeera - TYFND</i>	 <i>Fatema - SyBsc</i>	 <i>Keziah - MSc2 FPP</i>	 <i>Pranita - MSc2TFT</i>
 <i>Janki - MSc2SN</i>	 <i>Sakina - TYTFT</i>	 <i>Alefiya - MSc2 FND</i>	 <i>Sanjana - SyBsc</i>

 Mrs. Sanghamitra Navalgund Assistant Professor (TFT) SMWM Committee Member	 Dr. Vishaka Karnad Associate Professor (TFT) SMWM Committee Convener	 Mr. Sanjay Chandaliya Senior Lecturer (GDVC) SMWM Committee Member
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The committee was closely working under the guidance of Dr. Anuradha J. Bakshi I/C Principal, on strategic plans to enhance the aesthetics and functions of the College website and Social Media platforms. The tasks were executed in coordination with Ms. Thelma. Mr. Mayur, Mr. Khilin, Ms. Aishwarya and Ms. Komal of Onfees were actively involved in the creation and developmet of the College Website. Mr. Fauzan frequently assisted in uploading content on the College Website. We are grateful for each contribution made towards making it successful.

- **Dr. Vishaka Karnad**
Social Media and Website Management (SMWM) Committee Convener