

Event Details	
Event Name	Value Added Course
Topic	Devising Social Media Strategies for Business
Date	2024-08-12 to 2024-08-23
Mode	Offline
Venue	LH- 504, Rockefeller Block
Organizer Name	Dr. Shivani Malhan, Department of SCM and General Management
Resource Person	Dr. Shivani Malhan Assistant Professor
No. of Participants	70
SDG No	SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth, SDG 17: Partnership for the Goals

Objective:

1. To equip attendees with a comprehensive understanding of social media strategy development, including alignment with business goals and audience engagement.
2. To enhance professional skills in content creation, analytics, and crisis management relevant to various industries.
3. To inspire creativity and innovative thinking in crafting social media campaigns by examining successful case studies.
4. To provide networking opportunities with industry experts and peers, fostering potential collaborations and future projects.

Description:

The session titled "Devising Social Media Strategies for Business," organized by Chitkara Business School and led by Dr. Shivani Malhan, offers a deep dive into the intricacies of developing effective social media strategies. Scheduled from August 12th to August 23rd, this immersive program is tailored to equip participants with the knowledge and skills necessary to create and implement successful social media campaigns that align with a company's larger business objectives. Throughout the course, attendees will explore how to strategically plan social media initiatives that not only build brand presence but also contribute to measurable business growth. A key focus will be on understanding how to craft engaging, compelling content that resonates with the intended audience. Participants will also learn how to harness the power of analytics, using data to track campaign performance and make informed adjustments that improve outcomes. In addition to these core components, the session will cover the crucial aspect of crisis management, preparing participants to handle challenging situations that could negatively impact a brand's online reputation. Attendees will be guided on how to respond effectively during crises, ensuring that the business can maintain a positive image while addressing any issues that arise in the digital space. Through a combination of real-world case studies and examples of industry best practices, participants will gain a clearer understanding of how successful brands have navigated the complexities of social media marketing. This knowledge will empower them to apply these strategies to their own professional contexts, whether they are marketers, business professionals, or students looking to enter the digital marketing field. By the end of the program, participants will be better prepared to take on impactful roles in the rapidly evolving digital landscape, armed with practical insights and tools to create social media strategies that drive business success.

Outcomes:

1. Participants gained a thorough understanding of social media strategy development and its alignment with business goals.
2. Attendees developed skills in content creation, analytics, and crisis management applicable across various sectors.
3. Insights from real-world case studies sparked creative approaches to social media marketing.
4. Networking opportunities with experts and peers facilitated future collaborations and professional connections



Dr. Neeraj Anand emphasizing on the importance of the Value added Course (12-08-2024)



Dr. Nayhel and Dr Neeraj interacting with the students (12-08-2024)



Faculty monitoring the activity conducted in class (12-08-2024)