

		
<b>Student Startup Support System (S4)</b>	<b>Gujarat Technological University (GTU)</b>	<b>GTU Innovation Council (GIC)</b>

**Report: A 2-day Workshop on learning the Effective use of Social Media for Start-ups**

**Date:** 28<sup>th</sup> & 29<sup>th</sup> November 2015

**Time:** 11:00 am to 05:00 pm

**Venue:** Room no. 131, Student Start-up Support System Co-Creation Centre (S4- C3), 2<sup>nd</sup> Floor, GTU Innovation Council, ACPC Building, LDCE Campus, Navrangpura, Ahmedabad – 380015.

**Background: GTU Innovation Council**

GTU Innovation Council (GIC) is the 1<sup>st</sup> large scale innovation ecosystem trying continuously to bring the culture of innovation all across the university and its associated ecosystem during the past few years. Imagination is the base of innovation. GIC nurtures the soft skills and talent of the students to lead their imagination in a proper way. GIC has been designed to establish close bonding between industries, entrepreneur and students to make research and development at the University relevant to the needs of industries at national and international levels. It aims to bridge the gap between industry and academics.

## Introduction: Social Media



**Social Media is a way for people to communicate and interact online.** While it has been around since the dawn of the World Wide Web, in the last 10 years or so we have seen a surge in both the number and popularity of social media sites. It is called social media because users engage with (and around) it in a social context, which can include conversations, commentary, and other user-generated annotations and engagement interactions.

Over the last several years, there has been an explosion of growth in popular social media platforms like **Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, Instagram** and many others. It's safe to say that the era of social media is just getting started, and the need for social media in business will only become stronger over time. The whole world has seen the impact of the expansion and adoption of social media tactics, and the rising stats speak for themselves.

Whether you are running a small, local operation, or heading a global, enterprise-level effort, the image above makes it very clear: **Your customers are online.** They are interacting in social channels with their friends, colleagues, and other brands in search of information, recommendations, and entertainment. If your company is not around to answer, a competitor will be. In doing so, your competitor will quite likely take away the customer at hand, along with anyone else listening.

Keep in mind that neither your customers' experience nor your brand starts with Twitter, Facebook, or your blog. **Social media should take your existing brand to help solidify it, galvanize it, and bolster it.** Your efforts in social media should be an extension of everything else you do in all departments of your company. Capturing your company's voice and sharing it with the world through social media will open up unique opportunities in all other channels of inbound marketing, including SEO, branding, public relations, sales, and more.

## Report

A two-day workshop was organised by GTU Innovation Council on learning the Effective use of Social Media for Startups. A workshop that profiled the top social media platforms, for students and start-up enthusiasts to learn on how to utilize each one for your business and determine which ones fit your needs.

(i) **B2B** (Twitter, LinkedIn, Quora, Pinterest)

(ii) **B2C** (Facebook)

(iii) **On the basis of content:** Small text (Twitter), Long form (Quora, LinkedIn), Pictorial (Instagram, Tumblr, Pinterest) and Video (Youtube).

## Day 1:

**Mr. Rohit Akiwatkar**, Mentor for the workshop; started the session by giving his introduction to the participants. He explained the importance of Social media for businesses. In the pre-lunch session he explained in detail about Twitter and also explained all the features of Twitter and how people can use this in the business. In the post-lunch session he explained about LinkedIn.

<p><b>Twitter Facts</b></p> <ul style="list-style-type: none"><li>• 320 million monthly active users</li><li>• News, Trends and Hashtags ofcourse</li></ul> <p><b>Pros</b></p> <ul style="list-style-type: none"><li>• Audience for unique and niche business</li><li>• Easy to tweet to your followers</li><li>• To the point</li><li>• Effective and Time saving</li></ul> <p><b>Cons</b></p> <ul style="list-style-type: none"><li>• Busy with 340 million tweets per day</li><li>• Tweeting frequently</li><li>• Difficult if you can't explain in 140 characters</li></ul>	 <p><b>Pros</b></p> <ul style="list-style-type: none"><li>• Ideal for B2B companies</li><li>• LinkedIn groups are an ideal place to network and share content</li><li>• Establish yourself as Industry expert</li><li>• Make business contacts</li></ul> <p><b>Cons</b></p> <ul style="list-style-type: none"><li>• Takes time to build connections</li><li>• Expensive</li></ul>
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*Pictures: Basic introduction and comparison between the two major social media, Twitter and LinkedIn.*

**Day 2:** The second day was dedicated towards another two social media platforms namely Pinterest and Instagram.

### **Pinterest**

100 million users with 83% Females

#### **Pros**

- Ideal if your client base is female, and you sell products
- You can quickly generate traffic to your site, within a small amount of time
- Your content can be active for months after you have pinned it
- You have a distinct advantage if you produce quality images

#### **Cons**

- More difficult to market your products or services if you have very few images, but still possible!
- A lot of companies are still not using pinterest, therefore if your services or products are B2B, then uptake make be slow

### **Instagram Facts**

400 million monthly active users

#### **Pros**

- Cost-effective way to promote services/products.
- Instagram's hashtag system is a uniquely effective tool that helps extend a business' reach.
- Location tagging can give businesses a boost in SEO or help drive promotions.
- The platform also offers real-time response.

#### **Cons**

- Mobile specific platform
- Difficult for businesses with less visual content
- Doesn't allow businesses to use clickable links in posts

*Pictures: General comparison between the two major social media, Pinterest and Instagram.*



*Picture: Mr. Rohit Akiwatkar explaining the Marketing Landscape with examples on Inbound and Outbound Marketing and Social Media Marketing.*

*References:*

1. 11th & 12th April 2015: Digital India Hackathon on the Use of Social Media, Mobile and Online Marketing to Grow Sales, Brand Value and Market Share at <http://www.gtu.ac.in/circulars/15Apr/04042015.Pdf>
2. 24-25 Jan 2015, 27-28 Jan 2015 and 2-4 Feb 2015: Three stage, 7 days workshop on Social Media Strategy for Students at [http://www.gtu.ac.in/circulars/15Jan/Circular\\_250115.pdf](http://www.gtu.ac.in/circulars/15Jan/Circular_250115.pdf)

## GTU INNOVATION COUNCIL

[www.gtuinnovationcouncil.ac.in](http://www.gtuinnovationcouncil.ac.in)

- 16<sup>th</sup> JUNE- 11<sup>th</sup> JULY 2014: Blogging through different platforms like Tumblr, Word Press, and Google Blogger for Marketing during the 4<sup>th</sup> week of CrowdFunding Initiator workshop (Pages 4-5) at <http://www.gtu.ac.in/circulars/14Aug/01082014.pdf>
- 20<sup>th</sup> March 2014: Workshop on SMAC (Social media, Mobility, Analytics and Cloud) organized by GTU in association with: Oracle Corp at [http://www.gtu.ac.in/circulars/14Apr/24042014\\_01.pdf](http://www.gtu.ac.in/circulars/14Apr/24042014_01.pdf)
- 4<sup>th</sup> August 2014 - Workshop on how to market crowdfunding project through social media using social media canvas at <http://www.gtu.ac.in/circulars/14Aug/04082014.pdf>



*Picture: Participants belonging from different GTU affiliated colleges during workshop.*

- 2<sup>nd</sup> October 2013: GTU S4's Student Startup Showcase Stage (S4-S4) at [http://www.gtu.ac.in/circulars/13Oct/S4-S4\\_Report\\_2nd%20October%202013.pdf](http://www.gtu.ac.in/circulars/13Oct/S4-S4_Report_2nd%20October%202013.pdf)

## *GTU INNOVATION COUNCIL*

[www.gtuinnovationcouncil.ac.in](http://www.gtuinnovationcouncil.ac.in)

7. 2nd June 2012: GTU's second S4 entrepreneurship workshop for IT/Mobile/Communications based startups, with a session (pages 5-6) by Jaydip Parekh on Social Media Marketing at [http://www.gtu.ac.in/circulars/GTU\\_inovation\\_sankul/4612.pdf](http://www.gtu.ac.in/circulars/GTU_inovation_sankul/4612.pdf)

**For your reference, please find the complete presentation on the following link:**

[https://prezi.com/e9p31kvhew9z/social-media-marketing/?utm\\_campaign=share&utm\\_medium=copy](https://prezi.com/e9p31kvhew9z/social-media-marketing/?utm_campaign=share&utm_medium=copy)

### **Contributors for the workshop:**

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