



# Gujarat Technological University

Centre for Industrial Design (Open Design School)

Organizes:

## ***One day workshop on-*** **Effective Use of Social Media for Brighter Career**

- BY YASH CHAWLA

Date: 4<sup>th</sup> August, Friday, 2017

Time: 10.00 am to 4.00 pm

Venue: A-2, Conference hall, GTU, Chandkheda campus, Ahmedabad.

Registration details are given on next page.

Social Media has become an evitable part of our every youths lives in India today. India at present ranks in the top three, when it comes to usage of social media and top when it comes to the youngest population we top the world. Hence it becomes really important that we use this to our advantage.

Every day on an average Indian Youth spends more than three hours on social media, which aggregates to over 180 crore man hours spend every day in India on Social Media. How effectively when we ask... Answers are not all convincing! But, we can change this by simply showing the users a right part towards using this Social Media to their advantage.

### Topics Covered

- Introduction to Social Media
- Importance of Strong Social Media Profile
- Self-Branding
- Content Creation (Blog, Graphics, Videos, Presentations)
- Branding & Marketing through various available Platforms - LinkedIn, Twitter, Facebook, YouTube, Google+, WhatsApp
- Grasping from & Contributing to the Discussions Globally
- Enhancing Career Opportunities through Social Media
- Research Opportunities
- Measuring your Social Presence through KLOUT
- Free Lancing Opportunities
- Safety Precautions & Its Importance

### Who will get benefit from this workshop:

- College / University students & faculty members
- Young Professionals
- Experience Professionals
- Entrepreneurs / Founder / Co-Founders

### About Expert:

Founder of SocioWelt and an INTRAPRENEUR in the field of Academics, International Linkages, Branding, Training and Public Speaking striving to make a positive difference for the students and orienting them towards successful careers through social media.

- **Social Media Advisor – Techkriti'17 – IIT Kanpur**
- **Youngest ever National Council Member of Indian Society for Training & Development (ISTD)**
- **Innovative Trainer Awardee 2016**
- **Young Teacher of the year Awardee 2015**
- **Certified "AA+ Rated" Trainer**

## Registration and Payment details:

### 1. Registration fees-

- Rs. 100 (For Students & Start-ups);
  - Rs. 200 (For Faculty members, Professionals & Others)
2. To proceed for registration, first you need to submit online payment of registration fees.
  3. You will get unique payment reference number while making online payment, please note this number which will be asked during online registration.
  4. To make Payment, please go to: <http://www.gtu.ac.in/page.aspx?p=Payment>
  5. For step by step payment guidelines, please click: [SBI Payment Instruction/Guidline.](#)
    - a. Select “**REGISTRATION FEES FOR CONFERENCE**” in Payment category.
    - b. Enter “**Effective use of Social Media**” in conference name.
    - c. Fill in all necessary details and submit.
  6. Registration link: <https://goo.gl/forms/zQTYL9zq2UFgZJw2>
  7. You have to enter payment reference number during registration and then complete the registration process.
  8. Participation Certificate will be issued upon attending entire workshop only.
  9. Bring your college ID (for students)/work place ID (for faculty members/professionals) during workshop.
  10. Also carry your laptop during the workshop.

For any details or query, kindly contact:

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