



**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE
FOR WOMEN(Autonomous)**

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to University of Madras & Re-Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai-600 044

ACADEMIC YEAR 2024-2025

SOCIAL MEDIA HUB 

Event Title	Creating Impactful Content: Strategies for Social Media Growth
Category (GL/Workshop/Conference/Invited talk/Seminar/FDP/Orientation)	Workshop
Club Name	SOCIAL MEDIA HUB
Date	13/02/2025
No. of Resource Persons	1
No. of Beneficiaries	192
Type of Beneficiaries	I, II- & III-Year Students from various disciplines

RESOURCE PERSON PROFILE

Mr. R. Sam Priyan is a filmmaker with extensive experience in the entertainment industry. He directed the short film *IMPACT* for the Swachh Bharath campaign and contributed as a scriptwriter for the *Finally* YouTube channel. He is an actor, director, scriptwriter, and editor at Twin Heart Entertainment. Additionally, he has worked as a coordinator for popular reality shows such as *Bigg Boss* and *Super Singer*. He has also served as an assistant director under *LKG* movie director Prabhu and is currently working with renowned Tamil film director Chimbudevan as an assistant director.

REPORT

Mr. R. Sam Priyan conducted an insightful session on the fundamentals of creative writing for both traditional and digital platforms. He introduced students to key techniques for crafting engaging content, particularly for social media. His session covered essential aspects of social media marketing, including strategies for sustaining an online presence. He provided practical tips on writing compelling captions, storytelling, and audience engagement. To enhance creativity, he concluded the session with interactive exercises that encouraged students to generate original content. The Social Media Hub student members actively participated, showcasing their creative potential throughout the session.



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STRENGTHS OF THE PROGRAM

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- The workshop provided valuable insights into creative writing and content creation, enhancing students' writing abilities.
- Interactive exercises encouraged participants to think imaginatively and implement new strategies in real-time.
- The session fostered a collaborative learning environment where students could exchange ideas and receive constructive feedback.

CHALLENGES

A few challenges were encountered:

- Varied levels of prior knowledge among participants created challenges in maintaining a uniform pace.
- Engaging all students equally was difficult due to different levels of participation.
- Some students required additional guidance to apply content strategies effectively.

PROGRAM OUTCOME

The event successfully enhanced students' creative writing skills and digital content strategies. It provided them with practical techniques to improve their social media presence and engagement. The interactive session allowed students to implement innovative storytelling methods and receive constructive feedback. Overall, the workshop contributed to developing students' communication, content creation, and digital marketing abilities.



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Please describe the type of event that falls under any of the following categories.

S. No.	Name of the Event	Yes/No
1.	Tech Fest	
2.	Academic Fest	
3.	Forum/Club Activities	Yes
4.	Language/Communication Skills	Yes
5.	Sports	
6.	Sustainable Development Goals (SDG)	
7.	IKS (Indian Knowledge System)	
8.	NEP (National Education Policy)	
9.	Life Skill	Yes
10.	Capacity Building	
11.	Skill-Based	
12.	Value Added	
13.	Soft Skill	
14.	Outreach	
15.	Curriculum-Based	
16.	Voluntary/Charity	
17.	Awareness in Trends/Technology	Yes

**Name: M. VIJI
(Club Vice**

President) Ph. No:

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