

**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	Mastering Social Media Marketing: Exclusive Hubspot Academy training
Category (GL/Workshop/Conference/Invited talk/Seminar/FDP/Orientation)	Workshop
Club Name	SOCIAL MEDIA HUB
Date	1/03/2025
No. of Resource Persons	Nil
No. of Beneficiaries	138
Type of Beneficiaries	I, II- & III-Year Students from various disciplines

REPORT

The Social Media Club workshop aimed to educate participants on effective social media strategies and tools for personal branding and business growth. The session was structured to cover both theoretical insights and practical applications, ensuring attendees gained actionable knowledge. The invite is about Mastering Social Media Marketing: Exclusive Hubspot Academy Training, which was given by Hubspot Academy to train the students in Media strategies. Students get a certificate once they have completed a 5-hour course in their respective login in Hubspot Academy.

HIGHLIGHTS:

Understanding Social Media Strategy:

- The course covers how to develop a clear social media strategy that aligns with your business goals, target audience, and brand values.

Social Media Analytics:

- HubSpot emphasizes the importance of using analytics tools to track social media performance.
- To provide an opportunity to express themselves.

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STRENGTHS OF THE PROGRAM

Strengths of the Program

- An Online workshop provides valuable insights into creative writing and content creation, enhancing students' writing abilities.
- Assessment 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:

- Engaging all students equally was difficult due to different levels of participation.
- Some students required additional guidance to apply content strategies effectively.

PROGRAM OUTCOME

HubSpot discusses upcoming trends in social media, like video marketing, live streaming, and the evolving role of influencers. It teaches the students how to stay ahead of the curve and adapt your strategy to stay relevant. By the end of the course, students should have a clear, actionable social media marketing strategy that can be applied to grow your online presence and engage your audience more effectively. After completing 5 hours of course, they completed the assessments and they received certification from Hubspot academy.

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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	Yes
2.	Academic Fest	
3.	Forum/Club Activities	Yes
4.	Language/Communication Skills	
5.	Sports	
6.	Sustainable Development Goals (SDG)	
7.	IKS (Indian Knowledge System)	
8.	NEP (National Education Policy)	
9.	Life Skill	Yes
10.	Capacity Building	Yes
11.	Skill-Based	Yes
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)

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