



SVIM SOCIAL MEDIA CLUB

Swami Vivekananda Institute of Management, (SVIM), Baniatangi, Khodha, has constituted a Social media club(SM-Club) is a crucial part of Social club that focuses on improving the knowledge, skills, abilities, and overall potential of employees within an organization. The main objective of Social club (Social-Club) is to enhance the skills, knowledge, and abilities of individuals within an organization or institution, so that both individual and Organizational Goals Can Be Achieved Effectively.

Objectives of Social- Club:

- To enhance students' understanding of digital communication by promoting creative content creation, social media management, and responsible online engagement.
- The club aims to develop skills in branding, digital marketing, and online outreach through practical activities and collaborative learning.

Members of Social-club:

Sl No	Name	Designation	Position
1	Prof.Ankita Adhikari	Assistant Professor	Advisor
2	Kishori Mahalik	4th semester MBA	Cordinator
3	Sharabane mallick	2 nd semester MBA	Co- Cordinator
4	Dipika Majhi	4 th semester MBA	Member
5	Subhasmita Das	2 nd semester	Member

Functions of Social media-Club:

- Design and share creative posts, videos, and campaigns for various platforms.
- Manage the institution's or club's official social media pages and maintain consistent engagement.
- Conduct campaigns, promotions, and awareness drives using social media tools and strategies.

Role & Responsibilities:

- **Convenor:** Lead the club's planning, activities, and ensure smooth execution of social media strategies.
- **Adviser:** Offer strategic advice and support to help the club achieve its goals effectively.
- **MEMBER:** Contribute to designing, writing, or editing posts, videos, and stories for social media platforms.

Out comes:

- Improved Digital Communication Skills
- Understanding of Digital Marketing
- Teamwork and Collaboration



Coordinator



Chair-person