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**Nahata Jogendranath Mondal Smriti Mahavidyalaya**  
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ESTD: 1985



ISO 9001:2015 and ISO 14001:2015 Certified Institute

**1.2.2 Percentage of students enrolled in Certificate/Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years**

**File Description (DVV) :** Supporting Document (if any)

**Title of the Value Added Course: Creating Professional Social Media Profile**

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30 hours Value-Added course on:-

# CREATING PROFESSIONAL SOCIAL MEDIA PROFILE

Organized by Department of Journalism and Mass communication in association with IQAC  
of Nahata Jogendranath Mondal Smriti Mahavidyalaya

Course Co-ordinator:- **Dr. Chumki Ghosh**

Mode of Application:- **Offline**

Mode:- **Offline**

Date:- **25/04/2022**

Seat Capacity:- **90**

How to Apply:- **DM to this whatsapp number 8240013612**

Course Fee (Rs.):- **Nil**

Duration of the Course:- **30 Hrs.**

Contact Number:- **8240013612**

**BROCHURE**

**VALUE-ADDED COURSE ON**

**Creating Professional Social  
Media Profile**

**Nahata Jogendranath Mondal Smriti Mahavidyalaya  
2021-22**

**DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION IN ASSOCIATION WITH IQAC**

## **ADD ON COURSE ON**

- **Commencement of the Course : 25/04/2022**
  - **Course Fee (₹) : Nil**
  - **Duration of the Course : 30 Hours**
  - **Course Co-ordinator : Dr. Chumki Ghosh**
  - **Contact Number : 8240013612**
  - **How to apply : DM to this whatsapp number 8240013612**
-

# SYLLABUS

- Introduction to Professional Social Media Profiles
  - Choosing the Right Social Media Platforms
  - Crafting a Compelling Bio
  - Selecting an Appropriate Profile Picture and Picture Management
  - Creating a Consistent Branding
  - Crafting Captivating Content
  - Optimizing Profile Settings
  - Building a Network
  - Engaging with Your Audience
  - Showcasing Your Work and Achievements
  - Leveraging Analytics for Optimization
  - Managing Your Online Reputation
  - Collaborating with Others
  - Creating Engaging Multimedia Content
  - Crafting Compelling Captions and Posts
  - Review and Reflection
  - Implementing Advanced Strategies
-

# Objectives

- Students shall be able to understand professional branding.
- Students shall be able to optimize profile information.
- Students shall be able to build a professional network.
- Students shall be able to create and curate content.
- Students shall learn about privacy and professionalism.
- Students shall be able to engage and interact in a proper way.

# Outcome of the Programme

1. Enhanced Professional Branding
2. Increased Engagement and Visibility
3. Improved Networking Skills
4. Advanced Analytics and Optimization

## Programme Schedule

<b>Subject</b>	<b>Duration (Hours)</b>	<b>Mode</b>	<b>Speaker</b>	<b>Date</b>	<b>Time</b>
<b>Inauguration and Introduction to the Course</b>  <b>1. Introduction to Professional Social Media Profiles</b>	<b>1</b>	<b>Offline</b>	<b>Principal, IQAC coordinator and All faculties</b>	<b>25.04.2022</b>	<b>4PM</b>
<b>2. Choosing the Right Social Media Platforms</b>	<b>2</b>	<b>Offline mode</b>	<b>DM</b>	<b>26.04.2022</b>	<b>1PM</b>
<b>3. Crafting a Compelling Bio</b>	<b>2</b>	<b>Offline Mode</b>	<b>DM</b>	<b>27.04.2022</b>	<b>1PM</b>
<b>4. Selecting an Appropriate Profile Picture and Picture Management</b>	<b>2</b>	<b>Offline</b>	<b>CG</b>	<b>28.04.2022</b>	<b>1PM</b>
<b>5. Creating a Consistent Branding</b>	<b>2</b>	<b>Offline</b>	<b>DM</b>	<b>02.05.2022</b>	<b>2PM</b>

<b>6. Crafting Captivating Content</b>	<b>2</b>	<b>Offline</b>	<b>CG</b>	<b>04/05/2022</b>	<b>1PM</b>
<b>7. Optimizing Profile Settings</b>	<b>1+1</b>	<b>Offline</b>	<b>DM</b>	<b>05/05/2022</b> <b>&amp;</b> <b>06/05/2022</b>	<b>1PM</b>
<b>8. Building a Network</b>	<b>2</b>	<b>Offline</b>	<b>„</b>	<b>10/05/2022</b>	<b>1PM</b>
<b>9. Engaging with Your Audience</b>	<b>2</b>	<b>Offline</b>	<b>„</b>	<b>11/05/2022</b>	<b>1PM</b>
<b>10. Showcasing Your Work and Achievements</b>	<b>3</b>	<b>Offline</b>	<b>„</b>	<b>12/05/2022</b>	<b>2PM</b>
<b>11. Leveraging Analytics for Optimization</b>	<b>2</b>	<b>Offline</b>	<b>„</b>	<b>13/05/2022</b>	<b>2PM</b>
<b>12. Managing Your Online Reputation</b>	<b>1</b>	<b>Offline</b>	<b>„</b>	<b>17/05/2022</b>	<b>1PM</b>
<b>13. Collaborating with Others</b>	<b>2</b>	<b>Offline</b>	<b>„</b>	<b>18/05/2022</b>	<b>1PM</b>



<b>14.Creating Engaging Multimedia Content</b>	<b>1</b>	<b>Offline</b>	<b>„</b>	<b>19/05/2022</b>	<b>1PM</b>
<b>15.Crafting Compelling Captions and Posts</b>	<b>1</b>	<b>Offline</b>	<b>„</b>	<b>20/05/2022</b>	<b>1PM</b>
<b>16.Review and Reflection</b>	<b>1</b>	<b>Offline</b>	<b>„</b>	<b>23/05/2022</b>	<b>1PM</b>
<b>17.Implementing Advanced Strategies</b>	<b>1</b>	<b>Offline</b>	<b>„</b>	<b>24/05/2022</b>	<b>1PM</b>

**Name of the Faculty:-**

**C.G.:- Dr. Chumki Ghosh**

**D.M. :- Dr. Debasis Mondal**

## Description: Attendance

### Nahata Jogendranath Mondal Smriti Mahavidyalaya

Department of JOURNALISM AND MASS COMMUNICATION

Value added Course on – “Creating Professional Social Media Profile”

#### Attendance sheet

SL.NO.	STUDENTS NAME	REGISTRATION	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	PAPAI BISWAS	1272011100118	P	P	P	P	.	P	P	P	P	P	P	P	P	P			
2	NANDITA SARKAR	1272021100104	P	P	P	P	P	P	P	P	P	.	P	P	P	P			
3	AKASH SARKAR	1272011400119	P	P	P	P	P	P	.	P	P	P	P	P	P	P			
4	LABANI HAWLADER	1271921400085	P	P	P	P	P	.	P	P	P	P	P	P	P	P			
5	UMA BISWAS	1272021100196	P	P	P	P	P	P	P	P	P	P	.	P	P				
6	ANKITA BHAKTA	1272121100197	P	P	P	P	P	P	P	.	P	P	P	P	P	P			
7	ARPITA SARKAR	1272221400235	P	P	P	P	P	.	P	P	P	P	P	P	P	P			
8	JYOTIRMOY PRAMANICK	1272011600978	P	P	P	P	.	P	P	P	P	.	P	P	P	P			
9	PARINITA SAMAJDAR	1272021101055	P	P	P	P	P	.	P	P	P	P	P	P	P	P			
10	MANASH BISWAS	1272011101089	P	P	P	P	.	P	P	P	P	P	P	P	P	P			
11	Kobita Sarkar	1272221100299	P	P	P	P	P	P	P	P	P	.	P	P	P				
12	Sumana Sarkar	1272221100159	P	P	P	P	P	P	P	P	P	P	P	P	P	P			

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13	Rinki Sarkar	1272221100285	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
14	Pranita Samjdar	1272221100088	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
15	Dipanjana Dutta	1272221100092	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16	Ananya Sarkar	1272221100184	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17	Arindam Baidya	1272221100400	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	SANGITA BHOWMICK	1272021600197	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
19	SUMAN DAS	1272111100198	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
20	PRITI CHAKRABORTY	1272221400236	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
21	AVIJIT SARKAR	1272011401002	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
22	SUDIPTA BISWAS	1272011100121	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
23	ABIR DAS	1272011400122	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
24	SAHINA KHATUN	1272022400123	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
25	RITTIK SARKAR	1272011100124	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
26	BHOLA BISWAS	1272011400125	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
27	PIJUSH KUMAR PATRA	1272011600126	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
28	SUKLA PODDAR	1272021100928	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
29	KANKAN DEBNATH	1272011601003	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
30	AMITA MANDAL	1271921100129	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

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31	ARINDAM DAS	1272011100198	P P P P P P . P P P P P P P P P .
32	LIMA BISWAS	1272121100180	P P P P P P P P P P . P P P P
33	ARPITA SARKAR	1272221100490	P P P . P P P P P P P P P P P P
34	SHANTANU BISWAS	1272011400127	P P P P P P P . P P P P P P P P
35	RUBINA KHATUN	1271922500128	P P P P P P P P P P . P P P
36	DIPA BISWAS	1272021100199	P P P . P P P P P P P P P P P
37	NISHA DAS	1272121100181	P P P P P P P . P P P P P P P P
38	SOMA SARKAR	1272221100237	P P P P P P P P P P . P P P P
39	RAHUL SARKAR	1271911400046	P P P P P P P . P P P P P P P P
40	LABANI KUSHARI	1272021401066	P P P P . P P P P P P P P P P
41	SUBRATA SARKAR	1272111100301	P P P P P P P P P P . P P P P P
42	ANAMIKA SARKAR	1272221100304	P P P P P P P P P . P P P P P P
43	JAYA MALAKAR	1271921100127	P P P P P . P P P P P P P P P P
44	SONALI MUNDA	1272023200200	P P P P . P P P P P P P P P P
45	ASMINA KHATUN	1272122500182	P P P P P P P P P P . P P P P
46	RIYA SARKAR	1272221100510	P P P P P . P P P P P P P P P P
47	SUDIP BISWAS	1271911100055	P P P P P P P P . P P P P P P P

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82	RIYANKA DAS	1271921400096	P P P P P P P P P P P P P P P P
83	APARNA ROY	1272021600232	P P P P P P P P . P P P P P P
84	SRABANI BISWAS	1272121100302	P P P P P P . P P P P P P P P
85	SALMOLI CHAKRABORTY	1272221400305	P P P P P P P P P P P . P P P
86	SUBHAJIT BHOWMICK	1271911600138	P P P P P P P P . P P P P P
87	SATHI SARKAR	1272021101014	P P P P . P P P P P P P P P P
88	RUPALI BALA	1272121100175	P P P P P P P P . P P P P P P
89	ROHIT BISWAS	1272211100245	P P P P P P P . P P P P P P P
90	SUMAN BISWAS	1271911100135	P P P P P . P P P P P P P P P
91	SUTAPA MONDAL	1272021600987	P P P P P P P P P P . P P P P
92	LABANI HALDER	1272121100176	P P P P P P P P . P P P P P P
93	MOUSUMI SARKAR	1272221400246	P P P P P P . P P P P P P P P
94	RAJDIP ROY	1271911100939	P P P P P P P P P P . P P P P
95	LOKESH DAS	1272011100207	P P P P P . P P P P P P P P P
96	HIMANTI CHOWDHURY	1272121100177	P P P P P P P P P P . P P P P
97	SANGITA BAIDYA	1272221100247	P P P P P P P P . P P P P P P
98	SOURAV SARKAR	1271911100094	P P P P P . P P P P P P P P P

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99	DIMPOL SARKAR	1272021100945	P P P P P . P P P P P P P P P
100	MOUSUMI TIKADAR	1272121100528	P P P P P P P P P P P P P P P

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## Description: Certificate

**Nahata Jogendranath Mondal Smriti Mahavidyalaya**

Certificate of Completion



This certificate is presented to Nandita Sarkar

Stream:- B.A. semester 6 for completing 30  
hours Value-Added Course on .

**Creating Professional Social Media Profile**  
(JMCAPRIL2022)

*Organized by Department of Journalism and Mass Communication in association  
with Internal Quality Assurance Cell, Nahata Jogendranath Mondal Smriti  
Mahavidyalaya*

Date:- 25.04.2022-24.05.2022

  
Principal

  
IQAC Coordinator

  
Course Coordinator

**Nahata Jogendranath Mondal Smriti Mahavidyalaya**

Certificate of Completion



This certificate is presented to Papai Biswas

Stream:- B.A. semester 6 for completing 30  
hours Value-Added Course on .

**Creating Professional Social Media Profile**  
(JMCAPRIL2022)

*Organized by Department of Journalism and Mass Communication in association  
with Internal Quality Assurance Cell, Nahata Jogendranath Mondal Smriti  
Mahavidyalaya*

Date:- 25.04.2022-24.05.2022

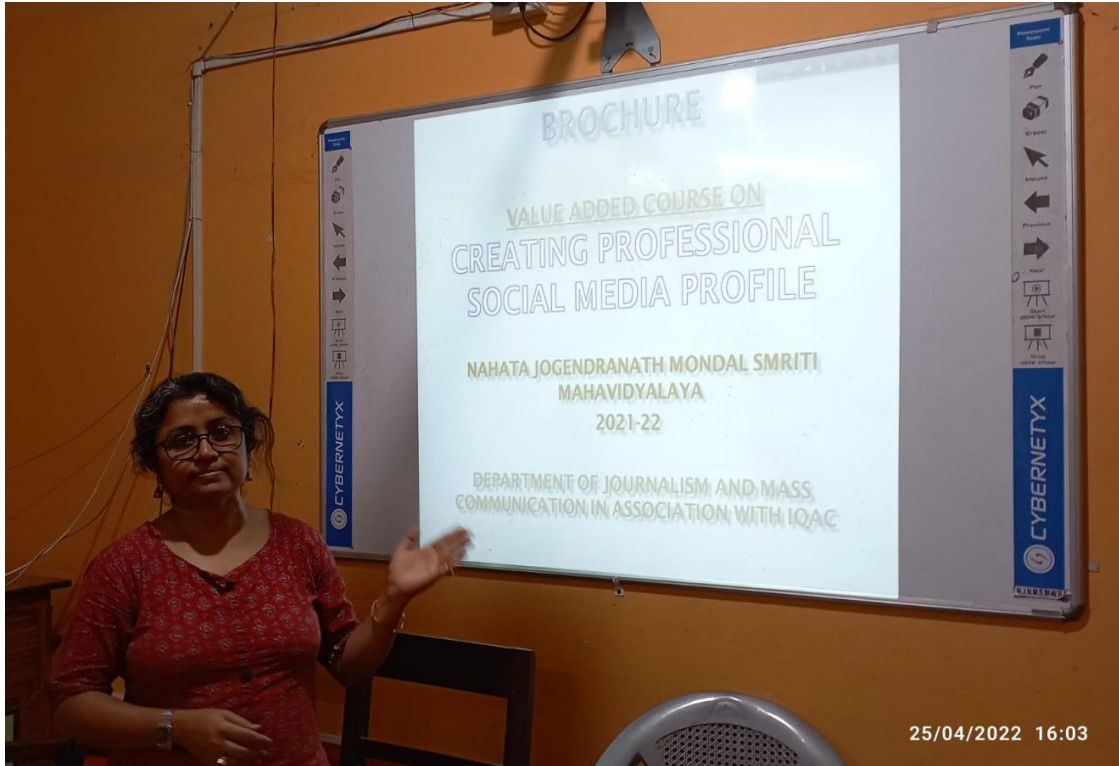
  
Principal

  
IQAC Coordinator

  
Course Coordinator



## Photograph of Certificate course



# Report

This 30-hour course was about creating a professional social media profile, and it was really helpful for the students who have attended the course; they learned how to make our social media profile look professional and how to use it for our career development. We cover many topics, like how to choose the right platform for our profile, how to create engaging content, how to collaborate with others, and how to analyze and optimize our profile performance.

The Honorable Principal of our college, Dr. Arnab Ghosh, has inaugurated the course and delivered an introductory lecture. The IQAC Coordinator, Professor Sreeparna Datta, has also delivered her valuable opinion about the importance of creating a professional social media profile. We've arranged 17 classes to complete this course, and the first one was introduction to professional social media profiles; the second one was choosing the right platform; the third one was crafting a compelling bio; and the last one was implementing advanced strategies.

Students have learned a lot of things from this course, like how to create a professional profile on LinkedIn, Twitter, and Instagram, how to create engaging content, how to manage the online reputation of a user, and how to analyze our profile performance. Now students can use their social media profiles for career development, and they can share their skills and experience with other people.