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**REGISTRATION FEE:**

FACULTY MEMBERS.....₹1200/-  
MEMBERS FROM INDUSTRY.....₹1000/-  
RESEARCHER SCHOLARS.....₹700/-  
STUDENTS .....₹500/-

**REGISTRATION FEE SHOULD BE PAID TO  
THE FOLLOWING ACCOUNT**

BANK : ANDHRA BANK, ANU CAMPUS  
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**MODE OF PAYMENT OF  
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BOTH ONLINE AND OFFLINE MODE  
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**FOR FURTHER DETAILS CONTACT :**

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**NATIONAL  
WORKSHOP  
ON**



**VIABLE CONTENT GENERATION  
FOR SOCIAL MEDIA  
(VCGSM-2021)**

29<sup>th</sup> - 31<sup>st</sup> March, 2021



*Organized by*

**Department of Journalism and  
Mass communication**

**ACHARYA NAGARJUNA UNIVERSITY**

Nagarjuna Nagar, Guntur, A.P, India.  
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## Creating viable content for social media

Social media networks support multiple content formats and there has been rapid growth in the use of interactive formats, for example, carousel ads on Facebook. This flexibility of format (text, image, multi-image, video, carousel etc.) gives marketers the ability to experiment with different types of content to gauge how best to attract and engage social users.

**Social media is most often used for personal reasons to connect with various segments of people in the society.**

If you serve content to people with this mindset which isn't appropriate, relevant or useful, it can have the effect of turning people off and driving them away. Similarly, if you blast people with a constant stream of content, it can be overwhelming and turn out to be a shouting match.

Instead you need to take the time to learn what people want to read/watch and make it digestible via the formats and channels they find most useful.

**As social media content and platform is open for millions of people there is always a possibility of content which often is complained of compromising the legality. In this context the students shall improve the understanding regarding the content.**

Before you start posting content, you need to gain command on content by strengthening yourself in the following areas.

- What are we trying to achieve on social media and how does this align with core business goals/objectives/targets?
- What stories do we want to tell and how can we make them relevant to our social audience?
- What is our social customer profile and what types of content do they respond best to
- What's the current state of the market - how do competitors and comparators perform socially and what content works for them?
- Who needs to be involved in content production and marketing?
- How will you measure the success of social content?
- How will you optimize and improve what you are doing?

To draw up your social content plan which is based on audience needs and market context the national workshop shall arrange talks, lectures and training sessions for students, scholars, professionals, academicians and other participants.

Hence, this workshop is designed to create a platform where in experts from the related fields of content generation for social media come share their experiences and help the participants in acquiring skills in content development and management.

## Objectives of the Workshop

The recent mass media trends show case that they try to be the best and the first sources of information leaving little time and resources for validating the truth of such content. Social networking has changed the way people communicate. The goal of this workshop is to facilitate cross-disciplinary needs and relevance to social networking. In recent years, there has been rising concern on the credibility of the content spreading across.

This workshop provides an opportunity to compare and contrast human behavior as known through sociology with web-based evidence of social interactions.

we plan to design the workshop with a special theme of **"Viable Content Generation for Social Media (VCGSM-2020)"**.

## Themes for the Workshop

- Contemporary trends in Social media
- SEO, SEM
- Digital Marketing
- Technical aspects & Content Development
- Design and Implementation
- Big Data Techniques
- Evaluation and metrics for social media
- Career Opportunities
- Popular Creations
- Diversity of Programms in Social Media Networking
- Building successful social media platforms

## About Department of Journalism and Mass Communication

The year 2003 heralded the inauguration of the Department of Journalism and Mass Communication in Acharya Nagarjuna University campus with a two-year Master's programme. Ever since, it was started eminent professors steered the department to great heights. Every year all the students of second year take up research project and produce a dissertation. The department has conducted several seminars, and workshops. In 2011 research programs with Ph.D. and M.Phil. Courses were introduced in the department.

The department secured the best director award for short film at Darpan Film Festival in Bangalore in 2008 and 2009 consequently. Short film making is the forte of this department in which short films are regularly produced. The films are conceived, produced with the active participative of staff, students at all the levels.

## About Acharya Nagarjuna University

Acharya Nagarjuna, the profounder of the Madhyamika Buddhism is one of the greatest philosophers India has ever produced. The Buddhists of China, Japan and Tibet revere him to be the second Buddha, who once again set in the motion the wheel of Dharma. Acharya Nagarjuna University has completed four decades of its existence. It was inaugurated on 11th September, 1976 by the former president of India, Sri Fakhruddin Ali Ahmed. Acharya Nagarjuna University, an affiliating University established in 1976, started with only 10 post-graduate courses in the university college. Since then, it has achieved tremendous progress through quantitative expansion and qualitative improvements on various academic fronts. This has been possible by the efforts of its dedicated faculty, an efficient team of supporting staff and high quality student input. Acharya Nagarjuna University is situated between the cities of Vijayawada and Guntur in Andhra Pradesh on Calcutta-Chennai National Highway NH-5. Its campus is spread over an area of 293 acres. University got NAAC 'A' Grade, 21st rank in India and 2nd in AP among top University in Asia by Times Higher Education.