

# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956,  
Category A by MHRD Re-accredited with 'A++' Grade by  
NAAC.CGPA 3.65/4, Category I by UGC Coimbatore-641 043,  
Tamil Nadu, India



**AIU – Avinashilingam Institute –  
Academic and Administrative Development Centre  
(AIU-AI-AADC)  
&  
Social Media Administration Cell**

**Jointly organizes**

**IX Short Term Capacity Building Programme**

**on**

**Crafting the Digital Identity: Social Media for  
Higher Education Institutions**

**Invited Talks  
Case Studies**

**27.11.2023 to 30.11.2023**

**Hands -on Sessions  
Activities**

**Mode : Online**

## ABOUT THE INSTITUTE

Avinashilingam Institute for Home Science and Higher Education for Women - the epitome of higher education is one of the premier institutions in India well known for its commitment towards the empowerment of women through value based and holistic education. The institute follows educational ideals of Sri Ramakrishna, Holy Mother Sri Saradamani Devi, Swami Vivekananda and Mahatma Gandhiji. The institute is one of the significant contributions of Padma Bhushan, Dr. T. S. Avinashilingam, an illustrious educationist, freedom-fighter and Gandhian and Dr. Rajammal P. Devadas, the world- renowned nutritionist.

The Institute had its humble beginning in the year 1957 as Sri Avinashilingam Home Science College for Women and has been conferred the Deemed to be University by MHRD in 1988. Few of the recent accolades of the Institute includes: A++ with CGPA of 3.65/4 by NAAC; 81st Rank in NIRF, 5th Rank under the category of 'University & Deemed to be University (Govt. & Govt. Aided) Technical' in ARIIA – 2021.

Presently, the institution is progressing towards 'beyond-excellence' under the able guidance and leadership of Dr.T. S. K. Meenakshi Sundaram, Managing Trustee and Chancellor, Dr. V. Bharathi Harishankar, Vice Chancellor and Dr. S. Kowsalya, Registrar.

# ASSOCIATION OF INDIAN UNIVERSITIES - A BRIEF INTRODUCTION

Association of Indian Universities (AIU) is an apex inter university representative body of universities and other higher education institutions in the country. Established in 1925 as the Inter University Board (IUB) of India, it acquired its legal status as a registered society in 1967 under the Societies Registration Act 1860 and was rechristened as Association of Indian Universities (AIU) in 1973. AIU is the second oldest university association in the world next to the Association of Commonwealth Universities which was established in 1913.

It has the distinct feature of having the largest network of universities and other HEIs under its ambit with 981 Members which includes 16 Associate Members of Foreign Countries. The membership of AIU includes all types of universities e.g., Conventional Universities, Open Universities, Deemed to be Universities, State Universities, Central Universities, Private Universities and Institutes of National Importance.

In addition to Indian Universities, Universities / Institutes from Bangladesh, Bhutan, Republic of Kazakhstan, Malaysia, Mauritius, Nepal, Thailand, United Arab Emirates and United Kingdom are its Associate Members. Since its inception AIU has played a very significant role in the development of Education in the Country.

Some of the eminent scholars and visionary leaders like Dr Sarvepalli Radhakrishnan, Dr Shyama Prasad Mukherjee, Dr Zakir Hussain, Sir. A L. Mudaliar have given leadership to AIU. During such a long journey, AIU has carved a niche for itself by serving the Ministry of Education, Govt. of India as a research-based policy advisory body.

Being an apex institution, it constitutes an integral part of all major decision-making committees and commissions in the country.

As an academic 'think tank' organization, AIU supports the Government as research-based policy advisory body with the wider mandate of taking up research projects on higher education policy and capacity building. It also acts as a bureau of information on higher education; liaise with international bodies and universities for internationalization of Indian higher education among many others. The Vision of AIU is to emerge as a dynamic service and apex advisory organization in India by undertaking initiatives and programmes which could strengthen and popularize Indian higher education as leading-edge system in the world and promote greater national and international collaboration in Higher Education, Research, Extension, Sports, Youth and Cultural Activities.

It is bestowed with the mission of promoting and representing the Indian Universities and other higher education institutions through strong liaison with the government and National/International organizations, sister associations world over and establish liaison between/among universities through active support, cooperation and coordination among the member universities and all its stakeholders for quality education, research and other academics and extension activities.

## ABOUT THE CENTRE

**AIU–Avinashilingam Institute - Academic and Administrative Development Centre (AIU-AI-AADC) has been initiated by the institute in association with Association of Indian Universities (AIU) as a step towards training the human resources of higher education institutions. The specific objectives of the centre are:**

- **Facilitate learning through Performance Improvement Programmes for different groups (Administrators/Teaching Faculty/Non-Teaching Research Scholars/Technical Personnel) towards progression based on their career stages.**
- **Enable continuous learning through rigorous need-based training sessions**
- **Sensitize stakeholders on recent developments in higher education system in the country and across the world.**
- **Equip academic / administrative / technical / information personnel with the requisite skills on ICT to handle their work effectively.**
- **Develop integrity and professional ethics among higher education personnel.**
- **Strengthen the human capital of the country with right attitude, skills, and knowledge**

## VISION

**To facilitate value-based transition towards changing higher education ecosystem through continuous capacity building.**

## MISSION

**To impart ICT enabled training to human resources of higher education institutions thereby preparing themselves towards Education 5.0.**

## ABOUT THE PROGRAMME

- **In the ever-evolving landscape of higher education, establishing a distinctive institutional brand is not just a matter of choice; it is a strategic imperative. The competitiveness of the global educational ecosystem demands that higher education institutions not only provide quality education but also effectively communicate their unique identity and value proposition. "Crafting the Digital Identity: Social Media for Higher Education Branding" is a meticulously designed short-term capacity-building programme that seeks to empower higher education professionals with the knowledge, skills, and tools to navigate the complex realm of social media for institutional branding.**

- **This programme serves as a beacon of hope for institutions looking to not only survive but thrive in an era where digital presence and reputation are paramount.**
- **Through the "Crafting the Digital Identity" program, participants can expect to realize a transformative set of outcomes. They will emerge with the capability to craft a comprehensive social media strategy, tailored specifically to their institution's objectives and target audience. In addition, attendees will acquire the skills to create, curate, and manage content that resonates with their audience and aligns seamlessly with their institution's brand identity. By mastering techniques for engaging with diverse stakeholders, participants will foster meaningful interactions within their digital community. Equipped with crisis management expertise, they will be prepared to handle unforeseen challenges effectively and safeguard their institution's reputation on social media. Moreover, the program will instill in participants the competence to measure the impact of their branding endeavors using data and analytics, thereby facilitating data-driven improvements and decision-making.**
- **Seize this exclusive opportunity to elevate your institution. Join us for a four-day experience of transformative learning and empowerment!**

## OBJECTIVES

- **Understand the significance of institutional branding in higher education.**
- **Develop practical skills for effective social media content management.**
- **Enhance stakeholder engagement and crisis management on social media.**

## TARGET PARTICIPANTS

**Educational Administrators, Deans, Directors, Senior Teachers, Social Media Administrators, Education Researchers.**

**Mode of delivery : Online**

**Duration : 27.11.23 to 30.11.23  
(4 Days Programme)**

**Time : 9:30 am. to 4:30 pm.**

# PROGRAMME SCHEDULE

**Day 1: Date: 27.11.2023**

## **Shaping the Educational Identity**

- **Communicating the identity of the Institution**
- **Social Media Marketing strategies for Educational Institutions**
- **Hands on training on Utilizing Visual media for Academic Success**
- **Hands on training on Utilizing Visual Media: Graphics, Videos, and Infographics**

**Day 2: Date: 28.11.2023**

## **Strategic Social Media Branding: Maximizing Platforms for Educational Institutions**

- **Navigating the Academic Twitter verse and Showcasing Campus Life on Facebook and Instagram**
- **Data Analytics and Data-driven decision-making in Social Media Marketing**
- **Leveraging LinkedIn for Academic Networking and Branding**
- **Balancing Privacy and Cultural Sensitivity in the Social Media Landscape**

**Day 3: Date: 29.11.2023**

## **Enhancing Educational Brand Visibility: Community Engagement, Ambassadors, and Collaborative Strategies**

- **Community Engagement and Building/Boosting an Online Following**
- **Student Ambassadors: Harnessing Peer-to-Peer Branding**
- **Social Media Advertising and Sponsored Content for Institution**
- **Cross-Promotion and Collaboration with Influencers**

**Day 4: Date: 30.11.2023**

## **Responsible Digital Branding for Educational Institutions**

- **Digital Inclusion: Addressing Ethical Considerations in Ensuring Accessible Content and ADA Compliance**
- **YouTube and Podcast Mastery for Educational Channels**
- **Fostering Positive Interactions and Managing Comments Effectively on Social Media**
- **Valediction and special address Intellectual Property and Copyright Considerations in social media**

## REGISTRATION

**REGISTRATION LINK** : <https://forms.gle/kPSYUecBjAyXAjHK6>

## REGISTRATION FEE

- **Indian Participants Rs. 750**
- **International Participants USD 25**

## PAYMENT DETAILS

### BANK ACCOUNT DETAILS

**Account Name** : **Avinashilingam Institute for Home Science and Higher Education for Women**

**Name of the Bank** : **Indian Bank**

**Bank Account Number** : **917248759**

**IFSC Code** : **IDIB000A005**

**SWIFT Code** : **IDIBINBBCBE**

## AI ADVISORS

**Dr. T. S. K. MEENAKSHISUNDARAM**, Managing Trustee & Chancellor

**Dr. V. BHARATHI HARISHANKAR**, Vice Chancellor

**Dr. S. KOWSALYA**, Registrar

## AIU ADVISORS

**Dr. PANKAJ MITTAL**, Secretary General, AIU  
**Dr. AMARENDRA PANI**, Joint Director & Head, Research Division, AIU

## PROGRAMME COORDINATORS

**Dr. B. SARGUNAM** and **Dr. D. SHANMUGAPRIYA**  
**Avinashilingam Institute's Social Media Coordinators**  
**Avinashilingam Institute for Home Science and Higher Education for Women**  
**e-mail ID** : [socialmedia@avinuty.ac.in](mailto:socialmedia@avinuty.ac.in)

## REACH US AT:

**Dr. K. RAMYA**  
Nodal Officer  
**AIU - Avinashilingam Institute- Academic & Administrative Development Centre (AIU-AI-AADC)**  
**Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore – 641 043, Tamil Nadu, INDIA.**  
**e-mail ID** : [aadc@avinuty.ac.in](mailto:aadc@avinuty.ac.in)  
**Mobile** : **8072202927**

**AIU-AI-AADC In collaboration with Social Media Administration Cell**

**Nineth Short-Term Capacity Building Program on**

**Crafting the Digital Identity: Social Media for Higher Education Institutions 27.11.2023 - 30.11.2023**

<b>Date/Day</b>	<b>Session I 9.30 am to 11.00 am</b>	<b>Session II 11.15 am to 12.45 pm</b>	<b>Session III 1.30 pm to 3.00 pm</b>	<b>Session IV 3.15 pm to 4.45 pm</b>
<b>Day 1 27/11/2023 Monday</b>  <b>Shaping the Educational Identity</b>	<b>Inauguration &amp; Special Address Communicating the identity of the Institution</b>  <b>(Authorities of Avinashilingam)</b>	<b>Social Media Marketing strategies for Educational Institutions</b>  <b>Jennifer Daniel, MD, Seithialai Digital Digital Entrepreneur &amp; Zee Tamil Public Relations</b>	<b>Hands on training Personalized Content Creation and Utilizing Visual media for Academic Success</b>  <b>Krishna R Jeyam, CEO, Classdemy</b>	
<b>Day 2 28/11/2023 Tuesday</b>  <b>Strategic Social Media Branding: Maximizing Platforms for Educational Institutions</b>	<b>Navigating the Academic Twitterverse and Showcasing Campus Life on Facebook and Instagram</b>  <b>Dr. Ajita Deshmukh Assistant Professor Program Leader - M.Sc e-Learning, MIT Art, Design and Technology University, Pune</b>	<b>Leveraging LinkedIn for Academic Networking and Branding</b>  <b>Sampark Sachdeva, Founder &amp; CEO, SamparkSeSampark, Mumbai</b>	<b>Data Analytics and Data-driven decision-making in Social Media Marketing</b>  <b>Mr. V. Raj Ganesh, Chief Marketing Officer, Roots Group of Companies, Coimbatore</b>	<b>Balancing Privacy and Cultural Sensitivity in the Social Media Landscape</b>  <b>Mr. Soenil Soebedar CEO, Founder SOEBIT Cybersecurity, Security Consultant, Cryptography Architect, Netherlands</b>

<p><b>Day 3</b> 29/11/2023 Wednesday</p> <p><b>Enhancing Educational Brand Visibility: Community Engagement, Ambassadors, and Collaborative Strategies</b></p>	<p><b>Community Engagement and Building/Boosting an Online Following</b></p> <p><b>Ram Prakash Govindarajan</b> Co-Founder and CEO ProGrad Bengaluru</p>	<p><b>Student Ambassadors: Harnessing Peer-to-Peer Branding</b></p>	<p><b>Social Media Advertising and Sponsored Content for Institution</b></p> <p><b>Deepali Gulati, Co-Founder and Chief Marketing Officer, DiversityAce Business Consulting, Chandigarh</b></p>	<p><b>Cross-Promotion and Collaboration with Influencers</b></p> <p><b>N S Jegadeesan</b> Founder and Managing Director of Digitally</p>
<p><b>Day 4</b> 30/11/2023 Thursday</p> <p><b>Responsible Branding Educational Institutions</b></p>	<p><b>Digital Inclusion: Addressing Ethical Considerations in Ensuring Accessible Content and ADA Compliance</b></p>	<p><b>YouTube and Podcast Mastery for Educational Channels (fixed)</b></p>	<p><b>Fostering Positive Interactions and Managing Comments Effectively on Social Media</b></p> <p><b>Deepali Gulati, Co-Founder and Chief Marketing Officer, DiversityAce Business Consulting, Chandigarh</b></p>	<p><b>Valediction And special address Intellectual Property and Copyright Considerations in social media</b></p> <p><b>Ms.Poorvaja Ragupathy</b> Advocate and Associate, SGLC Coimbatore PoSH Consultant, Co - Founder @ The Settlement Table</p>