



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 [now MoE]
Re-accredited with 'A++' Grade by NAAC, CGPA 3.65/4, Category 1 by UGC,
Coimbatore-641 043, Tamil Nadu, India

Proforma for posting the Content on AIHSHEW Social Media Handles

Name of Faculty									
Department									
School									
Name of the Event (Tick)	Conference	Workshop	Seminar	Training/ FDP	Association Meetings	Extension activities	Others (specify)		
Whether the Content and its related items are ready to be posted on social media				Yes / No					
Tick the Social Media Handle(s) to be posted	Facebook	Instagram		X	LinkedIn				
Posting Date and Time									
Date and Time to close the posting									
Content Title									
Content: Maximum 280 characters allowed.									
Visuals:	Number of Visuals	Format of the Visuals (Tick the appropriate)			Size of the Visuals (Tick the appropriate)				
					Handles	Images	Videos		
		Jpg	Pdf	Mp4	Facebook	1,200 x 628	1920 x 1080 px		
					Instagram	1080 x 1080	1920 x 1080 px		
					Twitter	550 pixels	1920 x 1080 px		
Content and Visuals to be mailed to socialmedia@avinuty.ac.in immediately after the event									
Call to Action									
Tagging									
Hashtags									

Details regarding the previous post of your Centre/Cell/Department/Section

Date of Post	No. of likes				No. of shares/retweets/reposts			
	Facebook	Instagram	X	LinkedIn	Facebook	Instagram	X	LinkedIn

Signatures

Reviewed and approved the content outlined in this Proforma:

Faculty In-Charge

HoD

Dean

**Coordinator / Co-Coordinator
Social Media Administrative Cell**

Registrar

Vice Chancellor