AN INTERNSHIP REPORT ON

SOCIAL MEDIA AND ITS ROLE IN MARKETING

Submitted in accordance with the requirement for the degree of B.A

Under the Faculty Guidance of
Dr.M-Sundara Rao

V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

Submitted by:
Tekumalla.Shylaja
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V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

KRISHNA UNIVERSITY

PROGRAME BOOK FOR LONGTERM INTERNSHIP

LOCAL PHYSICAL

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AVANIGADDA / HYDERABAD

KRISHNA UNIVERSITY

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CERTIFICATE

This is to certify that is the bonafide record of the project work carried out by **Tekumalla.Shylaja**, Reg.No**2029223036033** partial fulfillment of the requirement for the award of the degree B.A

Lecturer

Head of the Department
(Dr. M. SUNDARA RAO)

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Content

Abstract:

Social media has revolutionized the marketing landscape, providing businesses with new avenues for reaching and engaging with their target audience. This abstract explores the role of social media in marketing, highlighting its significance, key benefits, and strategies employed by businesses to leverage its potential.

Social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn, have become powerful tools for businesses to connect with their customers and build brand awareness. They offer a vast and diverse user base, enabling businesses to reach a wider audience and target specific demographics effectively. Social media marketing allows businesses to interact with their customers in real-time, fostering two-way communication and building meaningful relationships.

One of the key benefits of social media in marketing is its cost-effectiveness. Compared to traditional advertising channels, social media platforms often offer affordable or even free options to promote products or services. This allows businesses of all sizes to compete on a level playing field and allocate their marketing budgets more efficiently. Additionally, social media advertising often provides detailed targeting options, enabling businesses to reach the right audience with precision.

Social media marketing also facilitates brand building and customer engagement. Businesses can create and share compelling content, including images, videos, and articles, to engage and educate their audience. Through consistent and authentic brand messaging, businesses can establish their identity, differentiate themselves from competitors, and cultivate customer loyalty. Social media platforms also provide opportunities for customers to share their experiences, testimonials, and reviews, contributing to brand advocacy and social proof.

Furthermore, social media platforms offer analytics and insights that provide valuable data for businesses. These insights enable businesses to measure the effectiveness of their marketing efforts, track engagement metrics, and gain a deeper understanding of their target audience. By analyzing these data, businesses can refine their marketing strategies, optimize their content, and make data-driven decisions to achieve better results.

To leverage social media effectively, businesses employ various strategies. They develop a strong social media presence by creating profiles on relevant platforms and consistently sharing engaging content. They utilize targeted advertising campaigns to reach specific audience segments. They also employ influencer marketing, collaborating with popular social media personalities to amplify their brand message. Additionally, businesses engage in social listening, monitoring conversations and feedback to address customer concerns promptly and improve their offerings.

In conclusion, social media plays a pivotal role in marketing by providing businesses with an effective and cost-efficient means to connect with their target audience, build brand awareness, and foster customer engagement. By harnessing the power of social media, businesses can expand

their reach, enhance their brand image, and drive business growth in the digital age.

ORGANIZATION PROFILE

ANJANAAS FOUNDATION is anon-profit organization that strives to empower common folks. It is created with a view to ameliorate the living standards of people by bringing forth finer opportunities in association with government. We focus on furnishing high quality services to people by its viable interventions in Education Health, AgricultureandLivelihood/Enlightenmentsectors.Itprovidessublimesolutionstoenrichthewayof livesofyouth, their families and communities.

VISION:

Tobringaboutaphenomenaltransformationinthelivesofneedfulindividualsbyhelpingthemfindbette rropportunitiestoaidtheir development.

MISSION:

Toimprovethestandardsoflivingbyprovidingawindowofopportunitiesandtherebyhelpingpeopletoa ttainsocialprotection.

We are elated to inform you that wegainedexpertise by working on skill-upgrading initiatives and competitive exam coaching under the guidance of **APSSDC, EGMM, MEPMA, NDLM** and **Rajiv YuvaKiranalu** for the past 12years under our Anjanaas Educational Institution's. Under the direction of our APSSDC, we recently finished thetraining

Program for 660 students for DSC /Competitive at Paderu Pool Center, Paderu YTC, and Chintapalli YTC in Visakhapatnam District. WeareproudtoannouncethatthetargetofYTC'sprogrammeundertheleadership of APSSDC received a pass percentage of 67.16 and that our pool center, Paderu, received an average pass percentage of91.66 with tribal youth. Out of these,**50 individuals have been selected for government teaching positions, almost areselectedforGram / WardSachivalayamposts.**

Furthermore, we successfully completed our ITCP, Web developer, PPTT, DDEO, Assistant Fashion Designer and Etc., batches in our Andhra Pradesh with 92 percent pass rate and 78 percent placements/ Self-employment. More over you might have heard about how our**Avanigadda**Coaching Institutions are pioneers in AP and Telangana states for DSC, TET, SI, Constable and other competitive examinations.

Had the best training experience in Ms office, Tally, **SAP (Systems Applications and Products in data processing)** and other emerging IT technologies like **Azure, My SQL,**

Data Science, Python, Service Now, Devops, Tableau, Web Technologies, Full Stack, Cloud Computing, Informatica and Digital Marketing etc. When it comes to training materials, we'll furnish the students with well-updated materials, and we offer a top-not chgroupof knowledgeableinstructorsfor all of the aforementioned technical trainings,

We provide the valuable certification whichever required the academic and industrial acceptance. As you are aware now a day's all IT Companies are recruiting a greater number of fresher's as part of their recruitment policy and it's very difficult for companies to find the trained fresher's as per their requirement. Taking this into consideration **"Anjanaas Foundation"** is building a bridge between companies and trained fresher's. As part of this we are connecting with many numbers of colleges and organizations so that we will train every student as per the company's requirement and place them in different MNCs.

We work with top Companies across India and have been undergone an MOU with all of them and those companiesagreedtorecruitwhoaretrainedfromourinstituteorourundergo'sinstitutionswillbegivenfirstpreferenceintheir recruitment drive, if the students are up to the mark in the interview, they will be given offer letter with good salary as per the industry norms.

I hope with your support we will get a good opportunity to interact with your students and explain them the real scenarios in the IT world and other industries, once they step out of your college. we will train your students in the technology suitable for them and prepare them to face the interviews and try to place them in the companies which we are have been tie up.

We provide training as per our convenience and required projects accepting the colleges as well as students in preferable mode. Following are the training programs we can undergo.

1. **In house training :** Our trainers will come to your premises and train your students.
2. **Training at our premises**: Your students can come to our institute and get trained at our premises.
3. **Online training**: Students can attend classes at their convenient place and trainers will beat their convenient place and classes will be conducted virtually and every class will be recorded ,and the recordings will be sent to them immediately and they can use them for their future reference.

Anjanaa's Foundation the real trend setters with a large network in the state of A.P. in the field of technical and competitive education along with placement. Its objective is to carry on with ritual of superiority in the respective field for Tomorrow's challenges.

AN INTERNSHIP ON

SOCIAL MEDIA AND ITS ROLE IN MARKETING

Introduction

Social Media is now the trend. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why nearly every business on the planet—from giants like Starbucks and IBM to the local ice cream shop—are exploring social media marketing initiatives.

10 years ago, businesses were uncertain about social media. Now it's here to stay and companies are rapidly adopting social media marketing. Much like email and websites first empowered businesses, social media is the next marketing wave. Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing.

India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media these fundamental notions need to be adhered. It is probably the only marketing platform that encourages fool proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

Social media

Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd, Flickr etc.

The meaning of the term 'social media' can be derived from two words which constitute it. Media generally refers to advertising and the communication of ideas or information through publications/channels. Social implies the interaction of individuals within a group or community. Taken together, social media simply refers to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool.

Wikipedia has a general definition of the term: Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers. Social media uses the "wisdom of crowds" to connect information in a collaborative manner.

Social media can take many different forms, including Internet forums, message boards, weblogs, wikis, podcasts, pictures, and video. Social media is made up of user-driven websites that are usually centered on a specific focus (Digg = news) or feature (del.icio.us = bookmarking). Sometimes, the community itself is the main attraction (Facebook and Myspace = networking) Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet- based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." Social media is the medium to socialize. They use web-based technology to quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. Facebook, Twitter, Hi5, Orkut and other social networking sites are collectively referred social media.

Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. These tools are typically internet or mobile based like Twitter, Facebook, MySpace and YouTube. There are two benefits of social media that are important to businesses, they include:
1. Cost reduction by decreasing staff time.
2. Increase of probability of revenue generation.

Social media enables companies to:
• Share their expertise and knowledge.
• Tap into the wisdom of their consumers.
• Enables customers helping customers.
• Engages prospects through customer evangelism.

Thus, the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

Social media marketing

Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile. Social media marketing is marketing using online communities, social networks, blog marketing and more. Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities."

Social media marketing is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters. Growth of social media marketing: A recent study, "The State of Small Business Report," sponsored by Network Solutions, LLC and the University of Maryland's Robert H. Smith School of Business, points to economic struggles as the catalyst for social media's rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% in just the last year, and almost 1 out of 5, actively uses social media as part of his or her marketing strategy.

In 2009, only 23% of marketers were using social media for years. Now that number has grown to 31%. Here's a breakdown of what the small businesses reported as the main uses of social media marketing:

75% have a company page on a social networking site.

69% post status updates or articles of interest on social media sites.

57% build a network through a site such as LinkedIn.

54% monitor feedback about the business.

39% maintain a blog.

26% tweet about areas of expertise.

16% use Twitter as a service channel.

According to the study, different industries are adopting social media marketing at different rates, and while many industries have started using social media marketing in their efforts to reach more customers, many still have not positioned it as their top priority.

Research shows that charitable organizations are still outpacing the business world and academia in their use of social media. In a study conducted in 2008, a remarkable eighty-nine percent of charitable organizations are using some form of social media including blogs, podcasts, message boards, social networking, video blogging and wikis. A majority (57%) of the organizations are blogging. Forty-five percent of those studied report social media is very important to their fundraising strategy. While these organizations are best known for their non-profit status and their fundraising campaigns, they demonstrate an acute, and still growing, awareness of the importance of Web 2.0 strategies in meeting their objectives.

In just the last few months, marketers have shifted their attitudes toward social media marketing spending. This was recently affirmed in the new study, "The CMO Survey", from Duke University's Fuqua School of Business and the American Marketing Association. A key finding: Social media marketing budgets continue to rise.

According to the results, businesses currently allocate 6% of their marketing budgets to social media, an allotment they expect to increase to 10% during the next year and 18% over the next 5 years. Back in August 2009, marketers had already planned on devoting more money to social media. However, in February 2020, marketers reported that they plan to allocate one-fifth of their marketing budgets to social media marketing in the next 5 years.

The study features the following comparison from August 2009 to February 2010: marketing budget spending on social media:

August 2009: 3.5%

February 2010: 5.6%

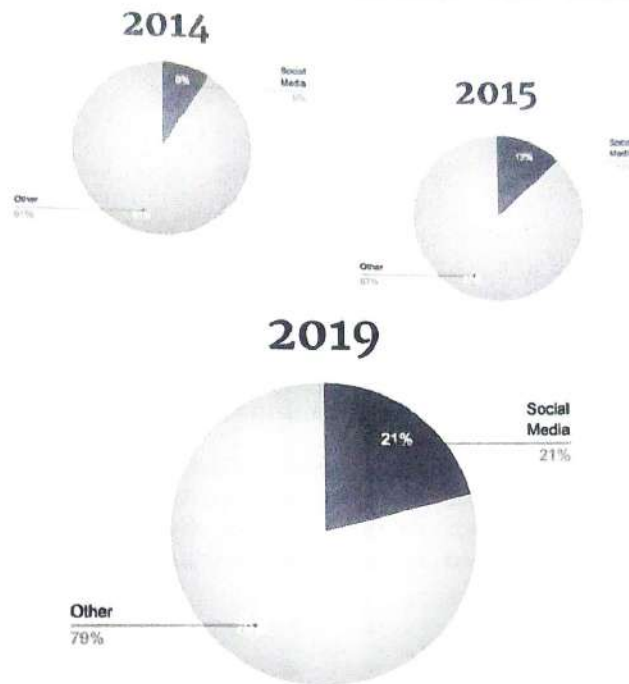February 2014: 9%

February 2015: 13%

February 2020: 21%

Marketing budget spending on social media in the next 5 years would be around 28%

Social Media Spending

How marketers spend on social media, compared to the overall budget

2014

Social Media

Other

2015

Social Media

Other

2019

Social Media
21%

Other
79%

It can be understood that even though many are still experimenting and learning how best to use social media tools, these results indicate that marketers think social media marketing is here to stay and will play an increasingly important role in their work in acquiring and retaining customers in the future.

Benefits of social media marketing

Significantly different from conventional marketing strategies, Social Media Marketing (SMM) offers three distinct advantages. One, it provides a window to marketers to not only present products / services to customers but also to listen to customers' grievances and suggestions. Two, it makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free. Social media marketing helps in:

- Generating exposure to businesses.
- Increasing traffic/subscribers.
- Building new business partnerships.
- Rise in search engine rankings.
- Generating qualified leads due to better lead generation efforts.

- Selling more products and services.
- Reduction in overall marketing expenses.

Companies in the west are investing increasingly in SMM to get in touch with their customers.
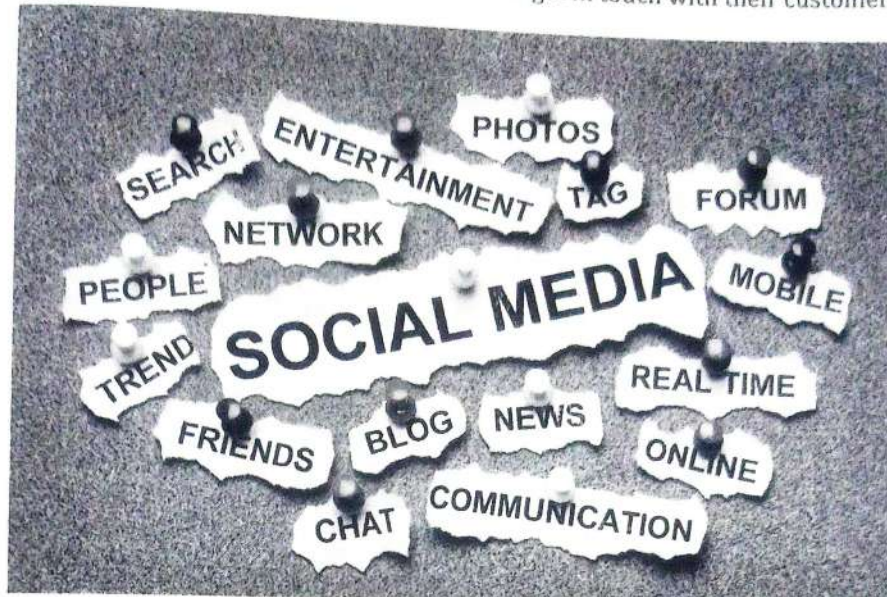
They are indulging in constant interaction with their prospects to understand their needs 7 and hence make products better. It's the best way to learn from your customers about their needs and your own shortcomings. However, SMM is a very personalized way of advertising and promotions can be targeted only to groups which are interested in a particular domain, quite unlike conventional advertising. Understanding the Relevance of

Social Media in Marketing:

The role of social media in marketing is to use it as a communication tool that makes the companies accessible to those interested in their product and makes them visible to those that don't know their product. It should be used as a tool that creates a personality behind their brand and creates relationships that they otherwise may never gain. This creates not only repeat-buyers, but customer loyalty. Fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of the business.

According to 2010 Social Media Marketing Industry Report 2010, most marketers (56%) are using social media for 6 hours or more each week, and nearly one in three invest 11 or more hours weekly. Twitter, Facebook, LinkedIn and blogs were the top four social media tools used by marketers, in order. A significant 81% of marketers plan on increasing their use of blogs.

Most of the marketers are employing social media for marketing purposes and small businesses were slightly more likely to use social media. 76% of marketers are spending at least 4 hours each week on their social media marketing efforts. In the present context, it is increasingly becoming pertinent for companies to

(1) build a favorable base of consumers, and

(2) involve them in decision making.

According to Softpedia, during the last quarter of 2009, 86 percent of online retailers in US had a Facebook page. It was expected that this figure would reach 99 percent very soon. During this same period, e-marketer pointed that 65 percent of its surveyed online retailers were active on Twitter. Another 26 percent were planning to incorporate Twitter in their plans. E-marketer projects that by 2016, 91 percent of online retailers will be Twitter ready and all of them will have a Facebook page. Presently, greater than Billions of businesses have an active Facebook page. And around 80 thousand web portals are Facebook Connected presently.

Social media gives marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the "brand" and helps you to spread the message in a relaxed and conversational way. Adult beverage companies, exotic automobile manufacturers, pastry shops have been using social media tool. Pepsi Coke, Nokia and many of the top brands have effectively used social media for achieving their business objectives.

Few companies that are actively involved in social media are: Absolut Vodka - Online Video on YouTube and Using Facebook to house their Top Bartender fan page. BMW - Utilizing Facebook to promote their 1-Series Road Trip and they have created a Rampenfest Page for fans. Dunkin Donuts - They've found value in social media and have set up a microblogging Twitter account.

General Motors - GM leverages the social media to improve the online equity of its brand and make consumers feel more connected. Until recent past, social media effectively served as another customer outreach activity of organizations – essentially building brand awareness and generating leads. However, trends are now changing towards utilizing social media for positively impacting sales. A mindset shift towards making social media a committed engagement channel is already underway. An analysis concurs that the most successful companies on social platforms were maintaining profiles on 7 or more channels.

The Pervasiveness of social media:

Social media is no longer a fancy term; its popularity can be deduced from the findings of the latest PEW Research – as much as 70 percent of the economically active population is well entrenched in to the social media space. Similar statistics, albeit from a different source – 9 eMarketer, further corroborates this notion; 46 percent of people in age group of 44 – 62 years and around 61 percent under category 27 to 43 years are socially networked.

Role of social media in marketing

Social media is now increasingly becoming an ingrained aspect of political campaigns, national defense strategies, public policy, public relations, brand management and even intra company communication. Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social marketing plays an important role in marketing.

• Social media can be used to provide an identity about the companies and the products or services that they offer.

• Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.

• Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.

• Social media can be used to associate themselves with their peers that may be serving the same target market

• Social media can be used to communicate and provide the interaction that consumers look for. Why businesses need to consider social media marketing services?

• Size: Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity Social networking sites espouse and with this comes the license to communicate powerfully. But when such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way. An expert should be hired to do what is best for business.

• Transparency: No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity to get more people involved. Members can choose to associate with the company or opt out. Opinions made on social networking platforms are taken seriously and the more authoritative the companies get, more seriously they are taken.

• Reach: It is possible to make mark globally and do it quickly using social networking sites.

• Boost website traffic: Social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of "word-of mouth".

• Branding: Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likely to get brand conscious even a candy. Social media is a smart way to build brands. Social

media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King's are some of the well-known brands have powerfully used social media platforms to endorse themselves.

Barriers to Implementation of Social Media at companies

On the other hand, social media use scenario is more encouraging at small businesses. According to the State of Small Business Report, social media usage by small businesses increased from 12 percent to 24 percent in the last year. Further, almost 20 percent of small businesses actively employ social media as an integral part of the marketing strategy. In fact, small businesses are currently allocating 6% of their marketing budgets to social media. It is expected that this is expected to reach 10 percent by 2014 and further to around 28 percent over the next 7 years. Some of the findings from the survey are particularly encouraging from business via social media point of view, these include:

- 75 percent of small businesses have presence on a social networking site
- 54 percent are monitoring feedbacks
- 69 percent post updates or interesting articles on social media sites Those are some mind-boggling numbers, especially after the viewing the depth of social media penetration across big companies. But what is most striking from the two surveys is the fact that while nearly 70 percent of Fortune 100 companies are virtually inactive. However, a similar percentage of small businesses are buzzing with activity on social media. Nonetheless statistics aside, it is high time, that businesses, irrespective of their size have a social media plan that has 3 Cs in it, viz

(1) a Companywide engagement strategy that
(2) ensures Conversations with consumers, and
(3) Causes user loyalty across social networks.

Social Media Marketing in India

An Overview India has 71 million active internet users. Social Media is really picking up new heights in India. According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by business — it has the highest activity index, 127, far more than the US'97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while 35% American companies managed that. Many companies are coming big way for Social Media Optimization for their Product or Services nowadays. Besides, numerous Indian celebrities are also using SMM platform to promote their movies, music and events via Twitter, Facebook and personalized blogs.

Social Media Marketing is also boosting public relations business. Several PR agencies in India are undertaking brand building exercises for corporate organizations, brands and celebrities. However, to the delight of many among us, the biggest gainers from SMM till date have been the organizations from the Not-for-profit sector. Several Campaigns like 'Bell Bajao' and 'Jaago Re' have been quite successful on Social Networking Sites. These campaigns have been spreading the word about their cause through blogs, Twitter and Facebook.

Social Media Marketing Strategies

SMM is still in its infancy. Most of the online retailers though appreciate its positives fallouts on the brand awareness and promotion; they are still in the early stages of adoption. For an organization willing to invest in social media marketing, it is important to understand why SMM is an important marketing strategy and how it can help:

- This is the age of consumer satisfaction. It is not about selling it is more about interacting. There is a lot to learn from the customers. Using social media one can identify customers, listen to their feedback and use them to improve and innovate on products or services.
- SMM is not a mass advertising strategy. It can be used to identify peer groups and advertise to that particular group. Social Media can help in identifying influencers and through them one can guide a prospective customer into making a purchase.
- SMM calls for novel advertising methods as the attention span of online junta is very low. This is largely due to the multitasking phenomena. A person watching a video clip on YouTube might be simultaneously updating a blog, while reading another one and watching friend's photographs on Facebook. In order to garner their attention away from distractions the advertisement must be innovative and interesting to hold

the imagination and attention of the prospect.
- At the same time the message must also provoke the recipient into action; like seeking a detailed description of the product/service, or suggesting to a friend, or initiating purchase. So, if the advertisement is trying to sell something then it should be conveniently placed with links so that the prospect can make a purchase with least effort.
- Similarly Social Media can be used to increase customer loyalty through customer support services and hence improve customer retention.
- Social Media Marketing can also be used by brands to ward off any negative publicity. But the brands will have to be cautious here as over doing it may further aggravate their customers / stakeholders.
Companies using traditional marketing methods (e.g. surveys, focus groups, test marketing) often spend millions to locate their target markets. Establishing a social media strategy will help them see where potential customers are hanging out. The companies can search for related groups and Fan Pages through Facebook, start accounts on social bookmarking sites such as Digg or StumbleUpon, and check on who is linking to your site to find out who's interested.
Social media gives businesses on small budgets the ability to find out what people are saying about them (and others) in their industry, without paying large sums on market research. With it's ear to the ground on social media, the company will be the first to know if its product is working or if changes need to be made.
To successfully implement one's SMM strategy the following points must be kept in mind:
- The company shouldn't just jump on to the bandwagon just because others are jumping into it. The market should be analyzed first to understand whether their brand would really benefit from SMM. It should try and find out whether SMM strategies fit its brand.
- The company shouldn't expect results over night. SMM is a long-term strategy. It will not happen overnight. The results might become visible anywhere from three to six months.
- SMM is not a standalone tool for marketing. It must be used along with all the other conventional marketing strategies. There are many things that social media can do for business. Developing a strategy for using it means that the firms need to think about what they want to accomplish this year and determine how social media fits into the plan. One of the benefits of a social media strategy is the fact that the available tools can customized for their needs. The firms can choose to concentrate their efforts on the sites that seem to offer the best return on investment, while taking a "wait and see" stand on the others.

social blogs   pictures
wikis   internet forums
video   SOCIAL   rating
             MEDIA
microblogging   weblogs
social bookmarking   podcasts
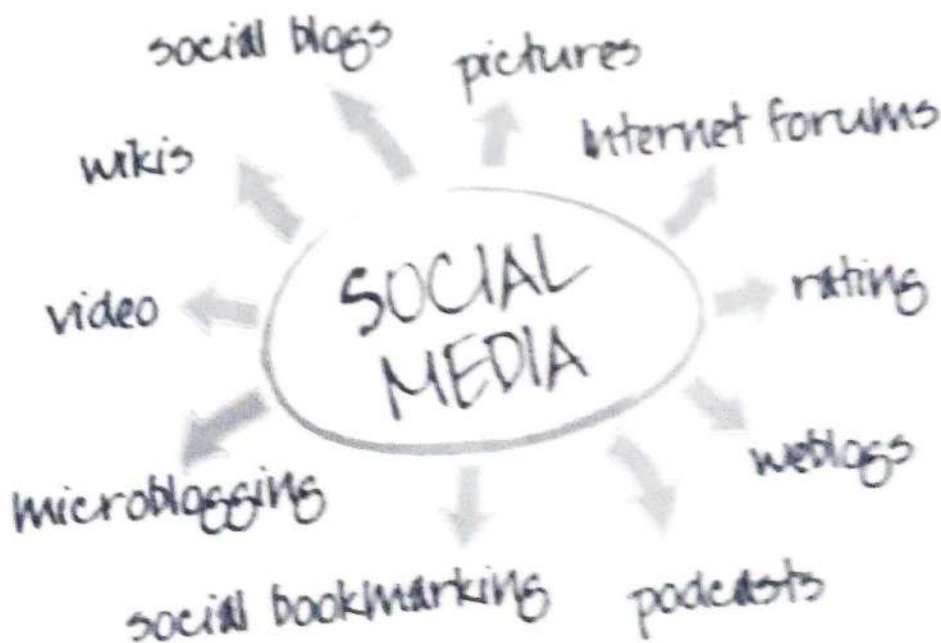
Conclusion:
There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. The social media conversation is no longer considered a Web 2.0 fad -- it is taking place in homes, small businesses and corporate boardrooms, and extending its

reach into the nonprofit, education and health sectors.

From feeling excitement, novelty, bewilderment, and overwhelmed, a growing number of people now speak of social media as simply another channel or tactic. Blogging can have a very positive effect on your Company's branding & growth.

As per the HubSpot report, Customers with blogs gathered 68% more leads than customers without blogs. It is imperative to understand that today, social media have exponential potential. They are part of an ever-growing online network of people who discuss, comment, participate, share and create. Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement -- and will take time and expertise.

Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social media and takes it seriously!

REAL TIME TECHNICAL SKILLS USED FOR Social Media, MS OFFICE AND OTHERS

When it comes to managing social media effectively, certain real-time technical skills are essential. This abstract highlights some key technical skills utilized in the context of social media management and marketing.

Social Media Analytics: Proficiency in social media analytics tools and platforms is crucial for monitoring and analyzing the performance of social media campaigns. This skill involves understanding metrics such as engagement rates, reach, impressions, and conversions, and using analytics tools like Facebook Insights, Twitter Analytics, or Google Analytics to extract actionable insights.

Content Creation and Design: The ability to create visually appealing and engaging content is vital in social media marketing. Skills in graphic design, using tools like Adobe Photoshop or Canva, help in creating eye-catching images, infographics, and videos that resonate with the target audience and align with the brand's visual identity.

Social Media Advertising: Knowledge of social media advertising platforms, such as Facebook Ads Manager, Instagram Ads, or LinkedIn Ads, is crucial for running effective ad campaigns. Understanding ad targeting, bidding strategies, and optimization techniques allows social media marketers to maximize the ROI of their advertising efforts.

Social Listening and Community Management: Real-time monitoring of social media conversations and engagement with the audience require skills in social listening. This involves using tools like Hootsuite, Sprout Social, or Mention to track brand mentions, respond to comments and messages promptly, and manage online communities effectively.

Influencer Marketing: Collaborating with influencers can be a powerful strategy in social media

marketing. Skills in identifying relevant influencers, negotiating partnerships, and managing influencer campaigns play a crucial role in leveraging the reach and impact of influencers to promote a brand or product.

Social Media Crisis Management: In the event of a social media crisis or negative sentiment, having skills in crisis management is vital. This includes the ability to respond quickly, effectively communicate with stakeholders, and mitigate reputational damage through proper handling of the situation.

Data Analysis and Reporting: Proficiency in data analysis and reporting allows social media marketers to evaluate campaign performance, identify trends, and make data-driven decisions. Skills in using tools like Microsoft Excel, Google Sheets, or data visualization platforms aid in presenting insights and tracking progress effectively.

In summary, real-time technical skills used in social media encompass social media analytics, content creation and design, social media advertising, social listening and community management, influencer marketing, crisis management, and data analysis and reporting. Mastery of these skills empowers social media professionals to optimize campaigns, engage with audiences, and drive meaningful results in the dynamic landscape of social media.

MS Office skills refer to the proficiency in using the various applications within the Microsoft Office suite, which includes popular productivity tools such as Word, Excel, PowerPoint, Outlook, and more. These skills are highly valued in a wide range of professional settings and are essential for tasks such as document creation, data analysis, presentations, communication, and organization. Here's a description of key MS Office skills:

Microsoft Word:

Creating and Formatting Documents: Proficiency in creating, editing, and formatting professional documents, including text formatting, paragraph formatting, headers and footers, tables, and page layout.
Styles and Templates: Understanding and utilizing styles and templates to ensure consistency and efficiency in document formatting.
Collaboration and Review: Familiarity with features like track changes, comments, and collaborating on shared documents with multiple users.
Mail Merge: Knowledge of the mail merge function to personalize and send mass communications such as letters, envelopes, or labels.

Microsoft Excel:

Data Entry and Manipulation: Proficiency in entering and organizing data, using formulas and

functions, sorting and filtering data, and creating basic calculations.

Data Analysis and Visualization: Understanding and utilizing tools such as pivot tables, charts, and graphs to analyze and present data effectively.

Conditional Formatting: Applying formatting rules based on specific conditions to highlight and analyze data.

Data Validation: Ensuring data accuracy and consistency by applying validation rules and restrictions to cell entries.

Macros and Automation: Basic knowledge of creating and running macros to automate repetitive tasks and enhance productivity.

Microsoft PowerPoint:

Creating and Designing Presentations: Proficiency in creating visually appealing and engaging slide presentations, including slide layouts, themes, and design elements.

Slide Transitions and Animations: Applying slide transitions and animations to enhance the delivery and visual appeal of presentations.

Multimedia Integration: Knowledge of incorporating multimedia elements such as images, videos, and audio into presentations.

Presenter Tools: Familiarity with presenter view, notes, and rehearsing timings to deliver effective presentations.

Collaboration and Sharing: Understanding how to collaborate with others on presentations and share them in different formats.

Microsoft Outlook:

Email Management: Proficiency in managing emails, including composing, replying, forwarding, organizing emails into folders, and using email rules and filters.

Calendar and Scheduling: Utilizing calendar features to schedule appointments, meetings, and reminders, and coordinating with others.

Contacts and Address Book: Managing and organizing contacts, creating distribution lists, and utilizing contact management features.

Task and Note Management: Creating and managing tasks and notes for personal organization and productivity.

Microsoft One Note:

Note-Taking and Organization: Proficiency in capturing and organizing notes, ideas, and information using different sections, pages, and tags.

Collaboration and Sharing: Understanding how to collaborate with others on shared notebooks, and sharing and syncing notes across devices.

Multimedia Integration: Incorporating multimedia elements such as images, audio, and video into notes.

Having strong MS Office skills can enhance productivity, improve communication, and

facilitate efficient data management and analysis. Continuous learning and exploration of advanced features within each application can further expand one's MS Office proficiency and productivity

Arithmetic and reasoning are two fundamental components of problem-solving and critical thinking skills. Here's a description of each:

Arithmetic:
Arithmetic refers to the branch of mathematics that deals with numbers, their operations, and calculations. It involves the fundamental mathematical operations of addition, subtraction, multiplication, and division, as well as concepts like fractions, decimals, percentages, and basic algebraic equations. Proficiency in arithmetic is essential in everyday life for tasks such as budgeting, financial planning, measurement conversions, and basic calculations.

Key aspects of arithmetic include:

Basic Operations: Performing addition, subtraction, multiplication, and division accurately and efficiently.

Number Systems: Understanding and working with different number systems, such as whole numbers, integers, fractions, decimals, and percentages.

Estimation: Approximating calculations to quickly assess reasonable outcomes or evaluate the reasonableness of results.

Problem Solving: Applying arithmetic skills to solve real-world problems, analyze data, and make informed decisions.

Mental Math: Developing the ability to perform calculations mentally, without relying heavily on calculators or written methods.

Reasoning:
Reasoning refers to the ability to think logically, analyze information, and draw conclusions based on evidence, facts, or patterns. It involves the process of making logical connections, identifying relationships, and drawing inferences or deductions from given information. Reasoning skills are crucial in problem-solving, decision-making, and critical thinking tasks.

Key aspects of reasoning include:

Logical Thinking: Applying logical principles to evaluate arguments, identify patterns, and draw conclusions.

Deductive Reasoning: Using general principles or rules to draw specific conclusions based on given information.

Inductive Reasoning: Making generalizations or predictions based on specific observations or patterns.

Critical Thinking: Evaluating information, questioning assumptions, considering alternative viewpoints, and forming reasoned judgments.

Analytical Skills: Breaking down complex problems or situations into smaller components, analyzing relationships and dependencies, and identifying solutions.

Strong arithmetic skills are essential for accurate calculations, data analysis, and quantitative reasoning. Reasoning skills complement arithmetic by enabling individuals to apply critical thinking and problem-solving strategies to arrive at logical solutions or conclusions. Both skills are highly valued in various academic, professional, and everyday life contexts, as they contribute to effective decision-making, problem-solving, and overall cognitive abilities. Continuous practice and development in arithmetic and reasoning can enhance problem-solving abilities and provide a foundation for further mathematical and logical thinking.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the Microsoft office word 2007	I have learned how to open microsoft office word 2007 1) start button in all programs in m.s office	MSR
Day – 2	I have learned about title bar, Ribbon tab, Quick access tool bar, window controller	→ I learned how to use them → I know where they are.	MSR
Day – 3	I have learned about document Sections, Ruler bar, Scroll bar, status bar, Zoom in Zoom out, layout	→ I learned how to used them → I learned how to use them as a short cut keys.	MSR
Day – 4	I have learned about office button.	→ I have learned how to use all the options like, new, open, Save, in the office button.	MSR
Day – 5	I have learned about office button in New option.	→ I have learned how to open a new document. I have learned how to open a blank document.	MSR
Day – 6	I have learned about office button in open option	→ I have learned how to open the document even if they are already Saved	MSR

WEEK – 1 (From Dt.............. to Dt..................)

Objective of the Activity Done:

Detailed Report:

- I have learned about the introduction of the m.s office
- I have learned how to open m.s.office. They are three
- 1) Microsoft office word 2007 in all programs start button
- 2) Search box in microsoft office.
- 3) Short cut key window + R = window.
- I have learned about title bar, Ribbontab, Quick access tool bar
- I have learned how to use them, know where they are
- I have learned about the ruler bar, document section, status bar zoom in zoom out, layout.
- I learned how to use them, know where they are, how to use them as a short keys
- Those options with short cut keys.
- In a office button I have learned about the new, open, save, save as, print, point preview.
- I learned how open a document. I have learned
- how to open a blank document and How to open
- a templates and how to use them
- I have learned how to open the document already saved
- After I have created a document I have learned how
- to save it
- If they are any mistakes in the document I have cre
- -ated and Saved or when I enter Any new data
- I have learned how to print the document I created. How to set -up the document in the print preview printing document.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the Ribbon tab. In the Ribbon tab have explained the home tab.	→ I learned about the clipboard group in the home tab and the cut, copy, past options in it	MSR
Day - 2	I have learned the font group in the home tab of the Ribbon tab.	→ I have learned how to change font style of home option and font style of text	MSR
Day – 3	I have learned about the font group in home tab	→ I learned how to apply bold, Italic, and underline to the document I created in the font group of the home	MSR
Day – 4	I have learned about the paragraph in home tab	→ I have learned how to use paragraph alignments in the home tab	MSR
Day – 5	I have learned about the paragraph styles and change styles.	→ I have learned about styles in the home tab and how to apply the document text styles I have created	MSR
Day –6	I have learned about the editing group in the home tab	→ I have learned how use find, Replace select in editing option in the home tab	MSR

Objective of the Activity Done:

Detailed Report:

- I have learned about the home tab their have I can use a Short cut keys to copy, past thus are a (ctrl+c), (c+v)
- I learned about the font style of the text
- I have learned how to apply italic while typing a letter or creating a document in the Font group
- I have learned how to use change case to change the text after typing a letter in the Font group or creating a document.

I have learned how to apply the color of the created document
- I have learned how to use paragraph alignments and how to use left alignment or right

  Aligment and also learned short cut keys.
- The paragraph aligment have use to the left, center, right and justify
- I have learned paragraph in home tab when creating a document, text as points or bullets option is used to create a document
- I have learned how to use the editing in home tab. how to use editing group in Find option.
- I have learned how to search for any word in find option
- I have learned how to insert another word insted of any word in the replace option.
- I have learned how to document select in editing group in home tab
- I have learned the change the style of the letters and paragraph
- I have learned the editing group in the go to option.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the insert tab	→ I have learned about the pages group in insert group → I have learned about cover page and how to use	MSI
Day – 2	I have learned how to create a table in the insert tab	→ I have learned about the table group in the insert tab → After created a table how to use that table and how to use the design	MSI
Day – 3	I have learned about the table group in the insert tab	→ I have learned about the Layout tab that appears after creating a table in the table group in the insert tab	MSI
Day – 4	I have learned about the illustration group in the insert tab	→ I have learned about the picture option I the illustration group in the insert tab, I have learned about the adjust	MSI
Day – 5	I have learned about the illustration in their have a picture, clipart.	→ I have learned about the illustration have a picture styles thus which picture we can apply	MSI
Day –6	I have learned about the illustration in their have a shapes, smart art, chart	→ I have learned how to insert a picture into shapes → I have learned how to create the smart art	MSI

WEEKLY REPORT
WEEK – 3 (From Dt.............. to Dt..................)

Objective of the Activity Done:

Detailed Report:

- i have learned about the insert tab in pages group.
- i have learned about how to use the blank page and cover pag. blank page
- i have learned about how to draw a table in a use the insert tab
- i have learned how to insert the picture in the document and their adjustments
- i have learned how to use the design tab to the design the table and tools for that table
- i have learned how to use all the groups like table, rows, columns
- i have learned about the picture option in the illustraction insert tab
- i have learned how to insert a picture in the illustration group in the insert tab and how to edit a picture in the illustration group
- i have learned how to insert clip arts and how to use them
- i have learned how to draw shapes in the insert tab and how to insert pictures in them And edit them.
- i have learned about smart art in the insert tab, how to use them.
- i learned how to create and edit charts insert tab. micro soft excel sheet will open to create charts in microsoft word. According to the data entered in excel. charts are created in microsoft word

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the insert tab in the links group	→ I have learned about the links → That have a hyper li-nk that we can any link from the Google	MSJ
Day – 2	I have learned about the insert tab in the header and footer, page number	→ I have learned about header and footer how to use them → I have learned how to use the page number	MSJ
Day – 3	I have learned about the insert tab in text group	→ I have learned a-bout the text group in textbox, quick parts, word art, Signature line. How to use them	MSJ
Day – 4	I have learned about the insert tab in equatio-ns. Symbols	→ I have learned about the symbols how to use them → I have learned about the equations how to use and edit them.	MSJ
Day – 5	I have learned about the page layout tab in micro soft word	→ I have learned about page layout tab and how to use them → I have learned about groups in the page layout tab	MSJ
Day –6	I have learned about the -mes groups and how to use them in the page layout tab	→ I have learned abo-ut the what colors to use for text in them -es groups and how to create effects	MSJ

Objective of the Activity Done:

Detailed Report:

* I have learned about hyperlink in the links group on the insert tab
* That have a hyper link that we can any link from the Google
* I have learned how to use header and footer and how to create them
* I have learned how to edit the page number option and use
* I have learned how to use the symbols in the group and how to edit them.
* I have learned how to insert a new equations
* I learned about how to use the text boxes option in text group and how to edit them
* I learned about how to use quick parts option
* I have learned about the drop cap option in insert tab how to use and edit them, signature line, date & time and object how to use them
* I have learned about the thems layout we will use background images and color shading how to use them and edit them
* I learned about page setup group in page layout tab
* I learned how to create margins for a page in the page set up group

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about orientation in the page set up group	→ I have learned how to do landscape and portrait how to create page	MSA
Day – 2	I have learned how to set page size in page set up group	→ I have learned that when we take a print out of any document → we should use the page size	MSA
Day – 3	I have learned about columns option in page set up group	→ After create a document in the columns option in the page setup group	MSA
Day – 4	I learned about breaks option and line numbers option in page setup group	I have learned about break options, how to use them, how to edit them, Learned about line numbers	MSA
Day – 5	I have learned how to use watermarks option	→ I have learned how to edit your water mark on the page and how to use it	MSA
Day – 6	I have learned about the page color option	→ I have learned how to apply color to a page and how to change the color	MSA

Objective of the Activity Done:

Detailed Report:

• I have learned how to do landscpe and portrain to create pa
ge set landscape page. And how to set a portrain page
• I learned how to create the text in that document as columns as we
• like and set the columns as we want

• We should use the page size and create document in page size

• I have learned that when we take a printout of any document

• I have leccened about break options. how to use them and edit

• I have learned how to edit your watermark on the page

• I have learned how to apply color to a page and changing

• I have learned about how to page borders use and edit them

• I have learned about how to set pages color borders wa-
-termark how to edit them how to use them

• I have learned about the indents option how to use them

• I have learned about the spacing option how to use and edit them

• There are two types of indent left indent, right indent

• I have learned about the paragraph group how to use, edit them

• I have learned about arrange group in align option.
text wrapping and position how to use and edit them

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about references tab in microsoft word	→ I have learned about the table of contents group in reference tab → I have learned about table of contents	
Day – 2	I have learned about foot-ones group in references tab.	→ I have learned about the footnotes how to use the insert foot-note option	
Day – 3	I have learned about citations & bibliography group	→ I have learned about insert citation option manage sour-ces style	
Day – 4	I have learned about captions, index, table of authorities group	→ I have learned about captions, index, table of authorities, groups how to use	
Day – 5	I have learned about the mailings tab in micro soft word	→ I have learned about the mailings tab in create start mail merge write	
Day – 6	I have learned about the review tab and view tab	→ I learned about the options in the review tab and view tab, how to use them	

Objective of the Activity Done:

Detailed Report:

- I have learned about the how to change the spelling
- I have learned about the options in the proofing group in the review tab and How to use them
- I learned about comments group and how to use, edit them
- I learned about the tracking group, compare, protect group in options how to use and edit them
- I have learned about the document view group in print layout, full Screen reading how to use and edit them
- I have learned about the show/hide group in ruler, gridlines how to use and edit them
- I have learned about the zoom group in one page, two page how to use them
- I have learned about the window group in new window, arrange all how to use and edit them
- I have learned about the macros group in macros how to use edit them
- I have learned about the outline options how to use and edit them

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the introduction to di-gital marketing.	I have learned about the what are the topics and Sub topics name present in the digital marketing	M&b
Day – 2	I have learned about the online brand analysis	I have learned the online presence, re-putation, and perce-ption	MSd
Day – 3	I have learned about brand identity website analysis, Social media presence. online reputation.	I have learned the Examine the brand's website in terms of design, user	M&b
Day – 4	I have learned about onli-ne reputation, competitive analysis, SEO analysis	I have learned the Evaluate the brand activity and engage ment on social media	M&
Day – 5	I have learned about the competition analysis.	I have learned the Assess the brand's reputation mange-ment	MSd
Day – 6	I have learned about the identify your compe titors, gather information	I have learned the compare the brand-s online	M&

Objective of the Activity Done:

Detailed Report:

I have learned about the Analyze customer sentiment and feedback across social media platforms, review sites and forums to gauge assess the brand's reputation mangement efforts by examing search engine results, online reviews, and mentions in news articles

Evalute the brand's reputation mangement efforts for design

Look for trends in positive and negative sentiment, common themes

Identify any negative press or reputation issues that may impact

Identity opportunities to optimize the website for better performance

Compare the brand's online peaformence with that of its competitors

Identify content gaps and opportunities for creating valuble content

Identify areas where the brand can differentiate itself and gain

Evaluate the brand's Search engine optimization (SEO)

Assess keyword usage, backlink profile, website stucture.

Analyze the brand's online advertising campaigs, including

Assess the effectiuness of the campaigs in reaching target

Begin by identifying your main competitors in the digital

Visit your competitors website and analyze their design.

Evaluate your competitors social media accounts, inclu-

-ding platforms like facebook, Twitter, Instagram,

Look at the type and quality of content your competitors

Identify the advertising channels your competitors are

using, such as search engine advertising (Google Ads)

ACTIVITY LOG FOR THE EIGTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the focus keywords research.	I have learned the keyword research in digital marketing is crucial	*signature*
Day – 2	I have learned about the page wise keywords finalization.	I have learned when it comes to finalizing keywords for digital marketing	*signature*
Day – 3	I have learned about the define goals, identify your target audience.	I have learned the create valuable and engaging content that meets	*signature*
Day – 4	I have learned about the long tail keywords, analyze and refine.	I have learned the Determine what you want to achieve through	*signature*
Day – 5	I have learned about the initial ranking analysis	I have learned the clearly define your target audience and consider their	*signature*
Day –6	I have learned about the SERP analysis, back link analysis	I have learned the long-tail keywords are more specific and usally	*signature*

WEEKLY REPORT

WEEK – 8 (From Dt................ to Dt : Dt ....)

Objective of the Activity Done:

Detailed Report:

I have learned about the while I can't provide you with
This will help you tailor your keywords to match thier intent
Consider what your audience might be searching for when
They often have lowers search volume but higher conversion
continuosly monitor the performance of your chosen keywords.
In digital marketing. conducting an intial raking analysis is
Use keyword research tools like Google keyword planner.
Amlyze their content, meta tags. URLs, and other on - page
This analysis will help you uncover opportunities and develop
These tools can provide insights into the keywords you already
Assess the technical aspects of you website that may impact
use tools like Google page speed Insights, Google Mobile-Friendly
Identify gaps where additional content is needed or areas
If you have a local business, analyze your visibility in local
If you have a local business, analyze your in local search results
use backlink analyze tools like Aheaps, majestic, or Mos, to
identify your current backlinks and discover potential
optimize your website for local keywords, create and optimi
-ze your Google my Business profile, acquire field of
digital marketing.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the on-page SEO techniques	I have learned the optimization strat-egies and practices implemented	MSB
Day – 2	I have learned about the keywords research, title tags, meta descriptions.	I have learned the use keywords reseq-rch tools to find high-volume	MSB
Day – 3	I have learned about the keyword's optimization, image optimization.	I have learned the However, avoid key word stuffing, as it can negatively	MSB
Day – 4	I have learned about the user experience optimizati-on, social sharing	I have learned the A good UX leads to longer on-site eng-agement.	MSB
Day – 5	I have learned about the website page structure	I have learning the website page stacty-re optimization on-page SEO	MSB
Day – 6	I have learned about the clear and logical hierachy URL structure.	I have learned the create a clean and logical hierachy for your website's pages	MSB

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the content/article's optimization.	I have learned the crucial aspect of digital marketing that involves	MS
Day – 2	I have learned about the valuble and relevant, readability and formating	I have learned the create content that provides value to your target	MS
Day – 3	I have learned about the internal and external linking, social media integration.	I have learned the incorporate internal links within your content to direct	MS
Day – 4	I have learned about the user experience optimization, analytics and monitoring	I have learned the A positive user experience lead to longer on-site	MS
Day – 5	I have learned about the regular updates.	I have learned the keep your content fresh and up to date.	MS
Day –6	I have learned about the content	Improving the quality and relevance of your website's content	MS

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the website URL optimizations.	I have learned the optimization is an essential aspect of digital marketing	MSL
Day – 2	I have learned about the keep it concise and descriptive, use hyphens to separate words.	I have learned the your URLS should be concise descriptive.	MSL
Day – 3	I have learned about the create a logical structure Consider user experience, avoid URL parameter	I have learned the organize your URL in a logical structure	MSL
Day – 4	I have learned about the browser Cache speed optimization.	I have learned the Browser caching is an effective technique	MSL
Day – 5	I have learned about the Set proper cache header, leverage browser Caching	I have learned to Configure your web server to send appropriate.	MSL
Day – 6	I have learned about the test and monitor performance.	I have learned the Regularly test your website's	MSL

WEEKLY REPORT

WEEK – 11 (From Dt............... to Dt..................)

Objective of the Activity Done:

Detailed Report:

- I have learned about the Avoid long and complex URLs that are difficult for users to read and remember.
- When structuring your URLs, use hyphens (-) to separate words instead of underscores for spaces.
- Incorpate relevant keywords into your URLs to help
- Search engines treat uppercase and lowercase letters as different characters, which can lead issues.
- Remove any unnecessary elements much as numbers
- Shorten URLs are generally more user-friendly and easier to share.

If you have multiple versions of the same content, use canonical URLs to indicate the preferred issues.

- If you need to use parameters, ensure they are SEO-friendly and aviod excessive dynamic
- If you change a URL or move content to a new location, use 301 redirects to redirects users and search engine to the updated URL.
- It is essentical to consider other factors such as content quality website.

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learn about the meta tags' optimization. html sitemap integration	I have learned the optimization is an important aspect	MSA
Day - 2	I have learned about the title tag, meta description tag, meta keywords tag.	I have learned the title tag appears as the headline in search engine results	Mser
Day – 3	I have learned about the robot's meta tag. header tags.	I have learned the this tag instructs on search engine crawlers	MSA
Day – 4	I have learned about the SEO benefits	I have learned the HTML sitemaps help improve website	MS
Day – 5	I have learned about the accessibility, content stratagy.	I have learned the search engine crawlers the	MSA
Day –6	I have learned about the internal linking.	I have learned the HTML sitemaps facilitate internal	MS

Objective of the Activity Done:

Detailed Report:

I have learned about the meta tags are
HTML. elements that provide intromation
about a web page to senach engine and
website visitors. Optimizing meta tags
can help improve a website visibility
• It should accurately describe the content of the web
-page and include relevant keywords.
• Although it doesn't directley empact rankings. a well
-crafted meta description can influence click-through
• Aim for a concise, compelling description that
include relevant keywords on your link.
• These tags are used for social medis optimization
allowing you to control how you web pages
• If you have multiple versions of a webpage with
similar content.
• while not technically meta tags. header-tags are
important for organizing
• Remember to focus on providing valuable infor-
-mation and engaging useros, as search engagines
and relevance.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the off-page SEO techniques. Search engine Submission	I have learned the SEO techniques refer to the actions.	MSL
Day – 2	I have learned about the link buildings	I have learned the this is the process of acquiring	MSL
Day – 3	I have learning about the search engine submission	I have learned the process of summitting.	MSL
Day – 4	I have learned about the automatic crawling	I have learned the search engines	MSL
Day – 5	I have learned about the book marking, links Submission.	I have learned the practice of saving as book marketing	MSL
Day –6	I have learned about the personal organizations	I have learned the book marketing helps you keep track.	MSL

WEEKLY REPORT

WEEK – 13   (From Dt............... to Dt..................)

Objective of the Activity Done:

Detailed Report:

- I have learned about the focus on obtaining links
- Enage with your audience on social media platforms
- This can help generate traffic to your website
- A positive online reputation can indirectly.
- Search engines, such as Google, have advanced crawling algorithms that automatically discover and index web pages
- Creating an XML sitemap is a more effective way to help search engines
- Focus on creating shareable content, promoting your content through outreach and influencer marketing
- Ensure it is mobile-friendly, easy to navigate, and provides a positive experience for visitors. Search engines prioritize
- Bookmarking helps you keep track of websites or resources relevant
- Submiting your website to relavant to online directories can help

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the Social media,	I have learned the marketing is key compone -nt	MSA
Day – 2	I have learned about the Social Profi -les.	I have learned the social pro -files refer to	MSA
Day – 3	I have learned about the social media Sta - Stegy	I have learned about the Deve loping a well - digened	MSA
Day – 4	I have learned about the video title. video description, tags.	I have learned the create com -pelling	MSA
Day – 5	I have learned about the tags. video	I have learned the use releva -nt tags	MSA
Day –6	I have learned about the Social media,	I have learned the marketing is key componon	MSA

WEEKLY REPORT

WEEK – 14 (From Dt............... to Dt..................)

Objective of the Activity Done:

Detailed Report:

- I have learned about the social media optimization, on the other hand, refers
- It involves identifying target audiences, setting
- creating high-quality, engaging, and shareble content is vital for social media
- Many social media platforms offer advertising
- Social profile refer to the accounts or pages created on social media
- Social networks are online platforms that enable individuals and business
- Additionally, social networks often provide
- It's impact to tailor your approach to each platform.
- conduct through keyword research to identify relevant
- keep the title concise, engaging, and enticing to encourage clicks.
- Remember to focus on delivering value to your target audience, staying updated with SEO bet practices

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	I have learned about the internet marketing and SEM.	I have learned the internet marketing. also knows as online	
Day – 2	I have learned about the pay pen click campaigns	I have learned the pay-pen-click (PPC)	
Day – 3	I have learned about the remarketing. local Search marketing	I have learned the Remarketing allows advertise -rs	
Day – 4	I have learned about the website SEO tools	I have learned the market that can assint	
Day – 5	I have learned about the hands-on various SEO online tools and technology	I have learned the popular tool provided by Goo -gle Ads	
Day –6	I have learned about the word poess, google AdSense.	I have learned about the word press and google AdSense	

WEEKLY REPORT
WEEK – 15 (From Dt .... to Dt..............)

Objective of the Activity Done:

Detailed Report:

- I have learned about the it encompasses a wide range of activities
- The goal is to improve the website's visibility in organic search results.
- These ads can be targeted based on demographics, interests, and browsing.
- This advertising model allows businesses to drive targeted traffic to their websites
- Other popular platforms include Bing Ads, Facebook Ads, Linked in Ads, Twitter Ads.
- Organize your keyword into specific ad groups based on their relevance.
- Align the landing page content with the ad copy to provide a consistent and cohesive
- Google Search console provides valuable insights into how Google perceview and crawls your website.
- keyword planner is a popular tool provided by Google Ads that assists in key word research and planning for digital marketing

Conclusion

In conclusion, social media plays a significant role in digital marketing, transforming the way businesses connect with their target audience and promote their products or services. It has become an essential component of a comprehensive marketing strategy.

Social media provides businesses with a vast and diverse user base, allowing them to reach a wider audience and target specific demographics effectively. It offers cost-effective advertising options and detailed targeting capabilities, enabling businesses of all sizes to compete and allocate their marketing budgets efficiently.

Moreover, social media facilitates brand building and customer engagement by providing platforms for businesses to share compelling content, interact with their audience in real-time, and cultivate customer loyalty. It offers valuable analytics and insights, empowering businesses to measure the effectiveness of their marketing efforts, track engagement metrics, and make data-driven decisions to optimize their strategies.

Additionally, social media platforms provide opportunities for customers to share their experiences and opinions, contributing to brand advocacy and social proof. Businesses can leverage influencer marketing to amplify their brand message and tap into the influencers' loyal follower base.

Furthermore, social media is a dynamic environment that requires real-time technical skills such as social media analytics, content creation and design, social listening and community management, influencer marketing, crisis management, and data analysis and reporting. Mastery of these skills empowers businesses to optimize their social media campaigns, engage with their audience effectively, and drive meaningful results.

In the digital age, social media has become an integral part of the marketing mix, allowing businesses to establish their online presence, expand their reach, and connect with their target audience on a more personal level. By harnessing the power of social media, businesses can enhance their brand image, build customer relationships, and drive growth in the competitive digital marketing landscape.

Student Self Evaluation of the LONG-Term Internship

Student Name:	**Tekumalla.Shylaja**	Registration No: 2029223036033

Organization Name & Address: ANJANAAS FOUNDATION. AVANIGADDA / HYDERABAD

Term of Internship: From: TO :

Date of Evaluation:

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	**OVERALL PERFORMANCE**	**1**	**2**	**3**	**4**	**5**

T. Shylaja

Signature of the Student

Date:

Evaluation by the Supervisor of the Intern Organization

Student Name: Tekumalla.Shylaja

Registration No:
2029223036033

Term of Internship: longterm

From: 23/4/2023 To: 24/7/2023

Organisation Details: Anjanaas Foundation

Name Of the Supervisor:

BHARATI PADAMATI, 7382072919

Date of Evaluation:

Please rate the student's performance in the following areas:

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	**OVERALL PERFORMANCE**	**1**	**2**	**3**	**4**	**5**

Date: 26/07/23

Signature of the Supervisor

INTERNAL ASSESSMENT STATEMENT

Name Of the Student:Tekumalla.Shylaja

Programme of Study: SOCIAL MEDIA AND ITS ROLE IN MARKETING

Year of Study: 2023

Group: B.A

Register No/H.T. No: 2029223036033

Name of the College: V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

University: KRISHNA UNIVERSITY

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	24
3.	Oral Presentation	10	08
	GRAND TOTAL	50	0.40

Date: 26/7/2023

Signature of the Faculty Guide
(Dr. M.SUNDARA RAO)

XTERNAL ASSESSMENT STATEMENT

Name Of the Student: Tekumalla Shylaja

Program of Study: SOCIAL MEDIA AND ITS ROLE IN MARKETING

Year of Study: 2023

Group: B.A

Register No/H.T. No: 2029223036033

Name of the College: V.S.R. GOVERNMENT DEGREE & PG COLLEGE, MOVVA

University: KRISHNA UNIVERSITY

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	75
2.	For the grading giving by the Supervisor of the Intern Organization	20	18
3.	Viva-Voce	50	41
	TOTAL	150	134
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	134+40=174

Signature of the Faculty Guide
(Dr M. SVRDARA RAD)

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL
V.S.R. Govt. Degree & P.G. College
MOVVA-521135, Krishna Dt., A.P.

**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

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