

Social & Media Cell



INTERSCIENCE INSTITUTE OF MANAGEMENT AND TECHNOLOGY
KANTABADA, KHURDA-BARANGA ROAD, BHUBANESWAR
ODISHA

SOCIAL MEDIA CELL:

The Social Media Cell(SMC) is single point-of-contact for coverage/ communication/ publication to press/ media/ personnel/ stakeholders about the college and its events such as traditional day, fresher's day, annual day, graduation day, guest lectures, workshops, technical fests, conferences and other interactive events.

Social Media Cell Composition:

SL NO	Name	Designation	Role
1	Prof. (Dr.) Kabiraj Sethi	Principal	Chairperson
2	Prof. (Dr.) Pramod Kumar Prusty	Dean (Academics)	Member
3	Dr. Bishwa Ranjan Das	HOD (MCA)	Member
4	Mrs. Soma Mitra	Associate Dean (R &P)	Member
5	Mr. P Sai Subham	Assistant Professor, MBA	Member-Convener

The roles and responsibilities of Social Media Cell:

1. Responsible for handling PR activities of the college. It caters to the three major domains of the institute including Public Relations, Website and Facebook Page Management of the institute.
2. To manage the media relations of the institute and keeps the media updated with happenings at the Institute. This primarily involves covering various events of the college, writing press releases, taking photographs and ensuring that each and every event of the college gets its due media coverage.
3. Provides content for periodic updating of the college website. Also, the official Facebook page of college is managed by this cell.
4. Function with a motto of brand imaging of the college across the society with various social media handles like Whatsapp, Twitter, Instagram, Facebook, LinkedIn and website.

Facebook page for IIMT, Bhubaneswar (@iimt_bbsr). The page features a cover photo of a modern orange and blue building. The profile picture is the IIMT logo. The page name is "IIMT, Bhubaneswar" with the handle @iimt_bbsr and 4 reviews. The page is categorized as "Education".

The left sidebar includes the "Manage Page" section with options like "Meta Business Suite", "Inbox", "Planner", "Publishing Tools", and "News Feed". Below this are navigation options: "Home", "News Feed", "Messenger tools", "Events", "Resources & Tools", "Notifications", and "Insights".

The main content area shows a "Home" tab selected. There is a "Promote" button and a "Create Post" button. A notification banner says "Add a button to your Page" with a "Get Started" button. Another banner says "Manage your Page and Instagram account together with Meta Business Suite" with an "Open Now" button.

Instagram profile page for iimt_bbsr. The profile picture is the IIMT logo. The username is "iimt_bbsr" with an "Edit Profile" button. The profile shows 0 posts, 40 followers, and 5 following. The bio reads "IIMT, Bhubaneswar" and "iimt.ac.in".

The main content area shows a grid of 12 placeholder images. A large overlay message says "Start capturing and sharing your moments. Get the app to share your first photo or video." with buttons for "Download on the App Store" and "GET IT ON Google Play".

The footer includes navigation links: "Meta", "About", "Blog", "Jobs", "Help", "API", "Privacy", "Terms", "Top Accounts", "Hashtags", "Locations", and "Instagram Lite". It also shows "English" and "© 2022 Instagram from Meta".

Interscience Institute of Management and Technology Super admin view

View as member

All Pages Products Content Analytics Activity Admin tools

Bhubaneswar
Preaching Science of Management
EST. 2007

Interscience Institute of Management and T...
Higher Education - Bhubaneswar, Odisha - 103 followers

Tagline: Add a short description or catchphrase about your Page

Analytics
Last 30 day activity

20	Search appearances	▼ 9.1%
8	Unique visitors	▲ 33.3%
3	New followers	▲ 200%
5		▲ 66.7%

Start a post

Photo Video Poll Write article

Page posts Hashtags Employee posts Ads

Filter admin posts by: All

Get more engagement by sponsoring your post. **Boost**

Grow your followers
100/100 credits available

Build your audience and reach by inviting connections to follow your Page

Invite connections

Manage

Events

Messaging

Search messages

- Vinay Singh Apr 16 Sponsored • Transform your online examinations with Aon
- Shobha Sandrala Apr 4 Shobha
- Vandana Saini Mar 31 You: I want to change my job, any vacancies are there ?
- Monika Gupta Mar 13 Sponsored • Upgrade your career With Data Science...
- Smart Career Advisors Feb 10 Smart Career: <https://forms.gle/C29Sv3pE6GGu>
- Soumyakanta Miah... Dec 22, 2021 You: Congrats on your new job!
- Akankhya Mohapa... Dec 22, 2021 You: Happy birthday!
- LinkedIn Member Nov 5, 2021 This message may contain unwanted or harmful content.
- Durga Prasad Nayak... Aug 21, 2021 Durga Prasad: Congrats on your work anniversary!
- Dr. Kalyan Shankar... Apr 30, 2021 You: Good Morning Sir. How are you ?