

Title - How to Leverage Social Media as a Career

Organized by - Vanaj

Date - 7th April 2021

No. Of Participants - 40

Report of the Event -

On 7th April 2021, a very informative webinar was organized by Vanaj- the Commerce Society of Sri Guru Nanak Dev Khalsa College on the topic Leveraging Social Media as a Career. The webinar lasted for approximately 1 hour wherein various aspects like freelancing, content creation; storytelling and mental health were discussed by ex-vice president of Vanaj, a LinkedIn and a person wearing different hats, Mr. Jasmeet Singh.

The enthusiastic webinar was kickstarted by our host giving a brief introduction about the speaker. Thereafter, the platform was handed over to Mr. Jasmeet Singh himself. A battery of topics were discussed wherein he enlightened future job seekers and job givers on aspects of profile creation and how to make yourself a brand by using digital footprints. He cleared the dust on many agathokakological concepts like digital marketing and how it is not confined to business empires but has expanded to personal branding too. The icing on the cake was added when he shared his own personal experience about how he was an introvert in college but never missed a chance of grabbing opportunities which made him an extrovert and a very extrovert personality.

He explained the broad prospects of social media and how it has now become a career. He threw light on pursuing blogging/vlogging and content generation. He explained minute details which affect social media profiles like decent profile picture, updated bio, regular interaction etc. and how they affect one's profile.

The highly enthusiastic event came to an end with a question-and-answer round. The participants raised a plethora of questions ranging from personal branding to making a mark on social media. The complex questions were answered by Mr. Jasmeet Singh in very enthusiastic and simple manner. Everyone bid adieu to each other with a hope that such webinars will be conducted time and again as one of the participants said "this webinar was one of a kind where someone actually cleared the dust from personal branding."



