

ENACTUS- The Social Entrepreneurship Club

Workshop

22nd September, 2020

Enactus SGNDKC organised a workshop on basic tools of social media for the members.

The main goal was to introduce them with better knowledge of social media Management, spurring members to investigate it further on their own, and encourage the practice of these methods. It offered members a chance to try out new methods and be in a safe situation.

Following things were discussed in the workshop -

- Management of LinkedIn on How to share your pertinent content and the important aspects of being on LinkedIn .
- Features and Managing Instagram for promoting the content and boosting up the reach of the content and promoting your page and product in a friendly, authentic way.
- Understanding the concept graphic design tool. How one can make basic photo edits to flyers and documents and for creating a large variety of engaging content attracting the targeted prospects.
- The basics of Video editing on how video editing enables to arrange and alter and animate the video shots in order to create a cohesive structure.