



SINHGAD TECHNICAL EDUCATION SOCIETY'S SINHGAD INSTITUTE OF MANAGEMENT & COMPUTER APPLICATION



(Affiliated to Savitribai Phule Pune University & Approved by AICTE)

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S. No. 49/1, Off Westernly Bypass, Pune – Mumbai Expressway, Narhe, Pune – 411041, Tel: (020) 66831896 / 66831908 / 66831907
E-mail: director_mba_simca@sinhgad.edu Website: www.sinhgad.edu

Institutional Distinctiveness – 2 Social Media Visibility

Social media has changed both the way in which Institutes interact with their students and the way in which events and activity gets promoted. Institute is attempting to utilize social media to reach existing students, get new ones and build or maintain credibility and reputation. More importantly, Institutes need to measure their visibility in the most popular social media relative to that of other Institutes. Sinhgad Institute of Management and Computer Application (SIMCA) is distinctly positioned in social media and seems to currently have a concerted strategy for engaging its stakeholders in a particular social media. SIMCA is handling multiple social media accounts like facebook, twitter, youtube, Instagram, blog, whatsapp, telegram etc. to reach multiple students and deliver the best quality of education among the students. Institute has also posted various event details in various social media accounts to reach maximum students and get maximum participation.

Youtube:





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The screenshot shows the YouTube Studio interface for the channel 'Sinhgad Institute of Management and...'. The 'Channel videos' section is active, displaying a list of live stream replays. The table below summarizes the data shown in the interface:

Video Title	Visibility	Restrictions	Date	Views	Live viewers	Comments	Likes (vs. dislikes)
FDP - New Paradigms in e-learning Tool...	Unlisted	None	19 Jul 2020	958	-	0	100.0% (55 likes)
Second Day, FDP - New Paradigms in e...	Unlisted	Copyright claim	18 Jul 2020	1,258	-	2	98.4% (63 likes)
FDP - New Paradigms in e-learning Tool...	Unlisted	None	17 Jul 2020	821	-	2	100.0% (89 likes)

The screenshot shows the YouTube Studio 'Channel dashboard' for the same channel. It provides an overview of the channel's performance and analytics. Key metrics include:

- Latest video performance:** 'Third Day FDP on New Paradigms in e-learning Tools and Techniques for Teachin...' with 41 views and a 6.4% click-through rate.
- Channel analytics:** 109 current subscribers (+1 in last 28 days), 91% view rate, and 99% watch time.
- Recent subscribers:** 109 subscribers in the last 90 days.





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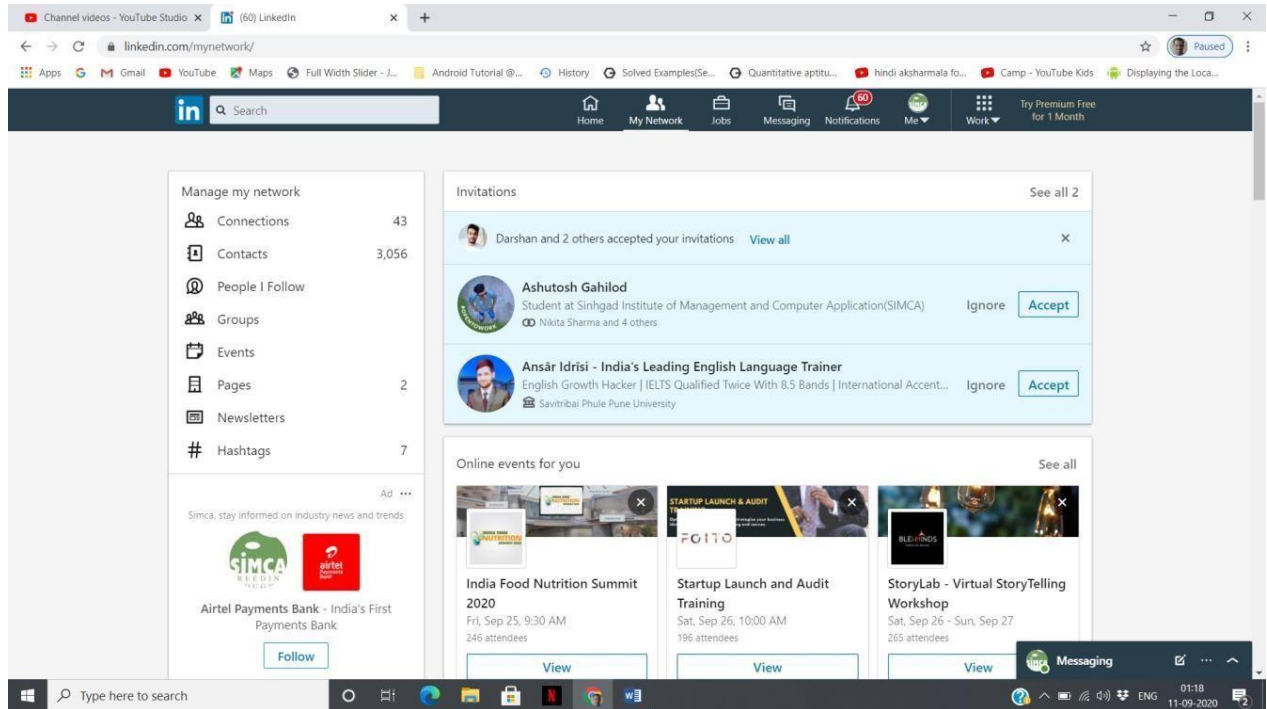
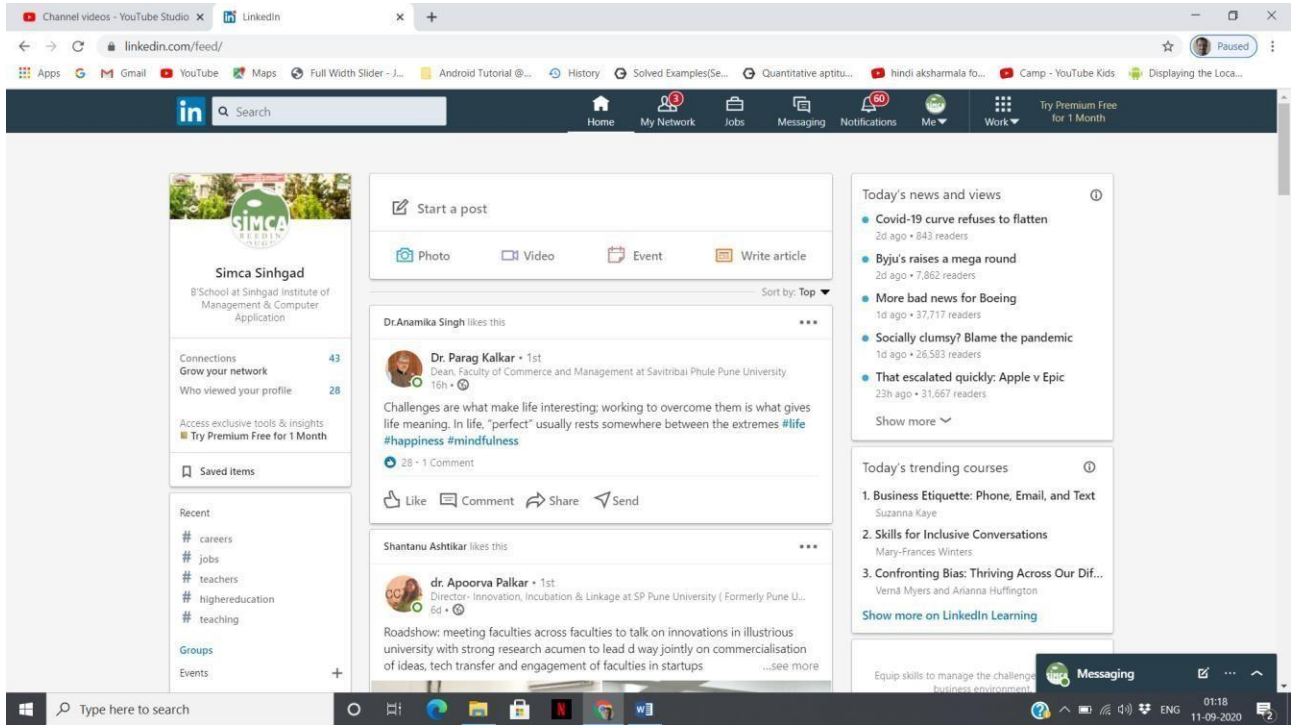


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Linked In:



Vijay



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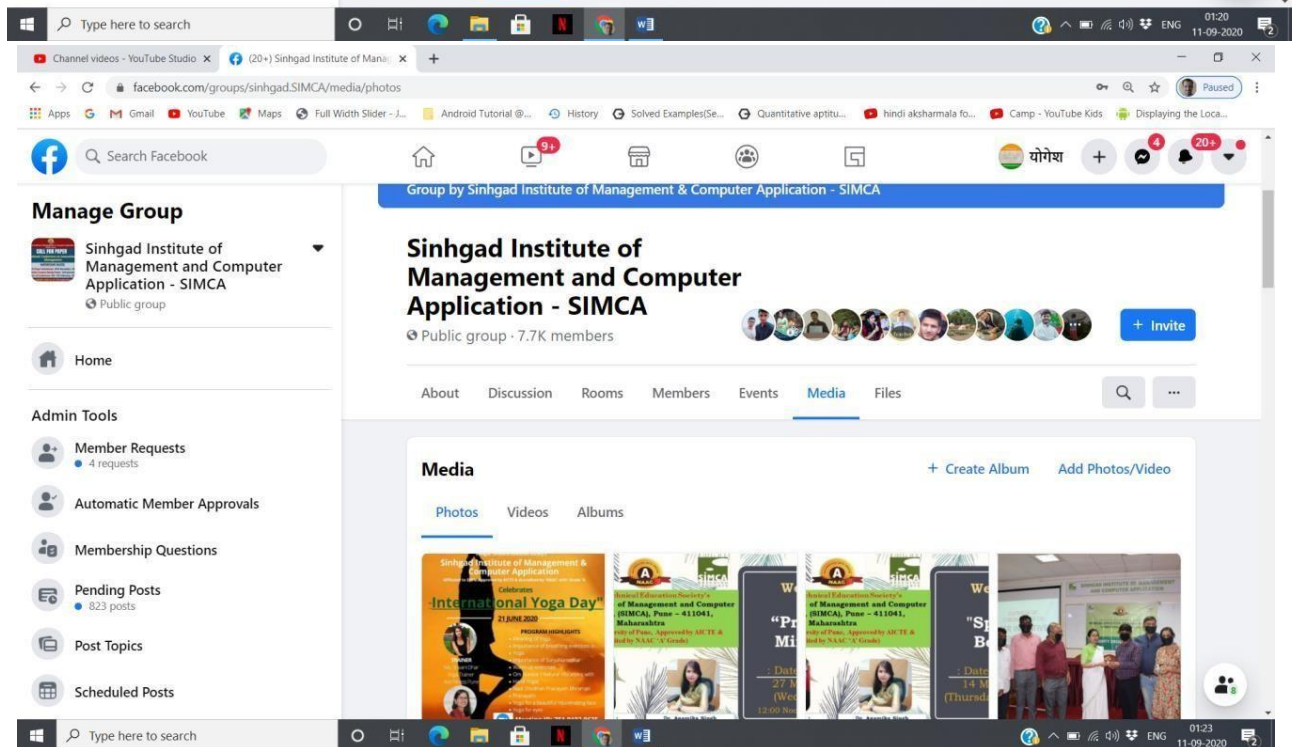
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Facebook



Vijay



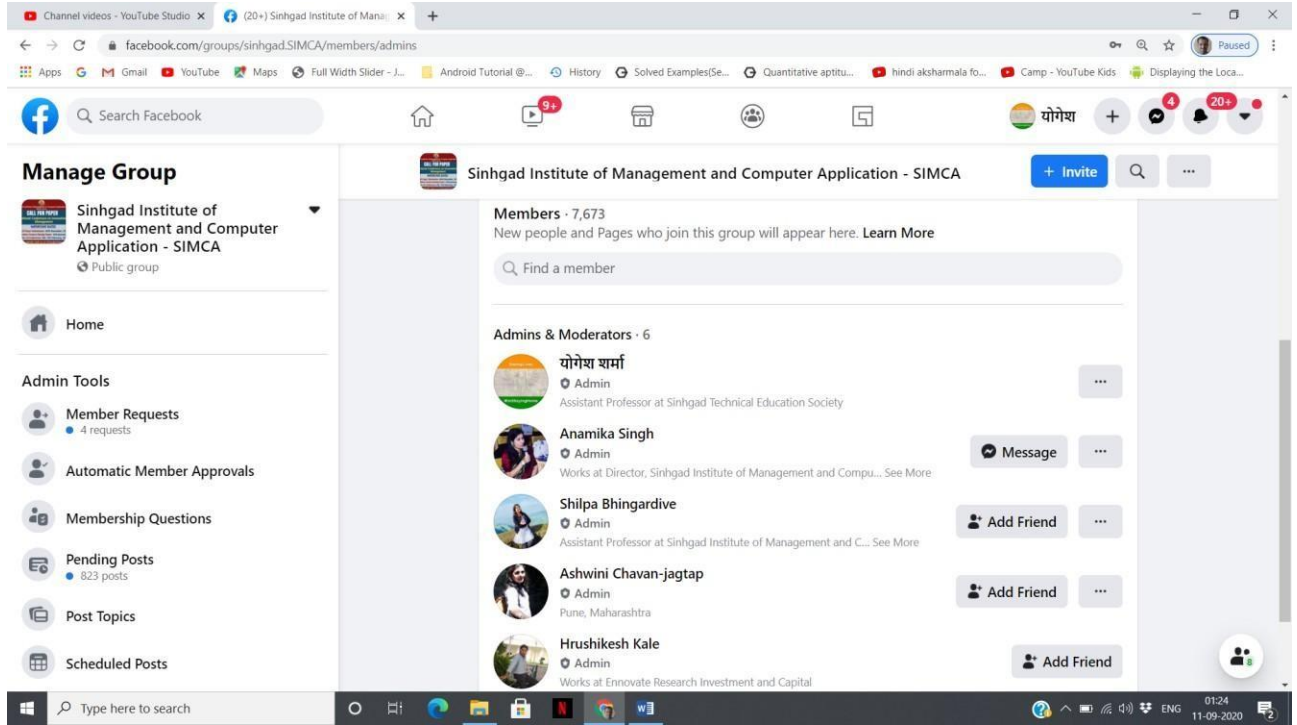
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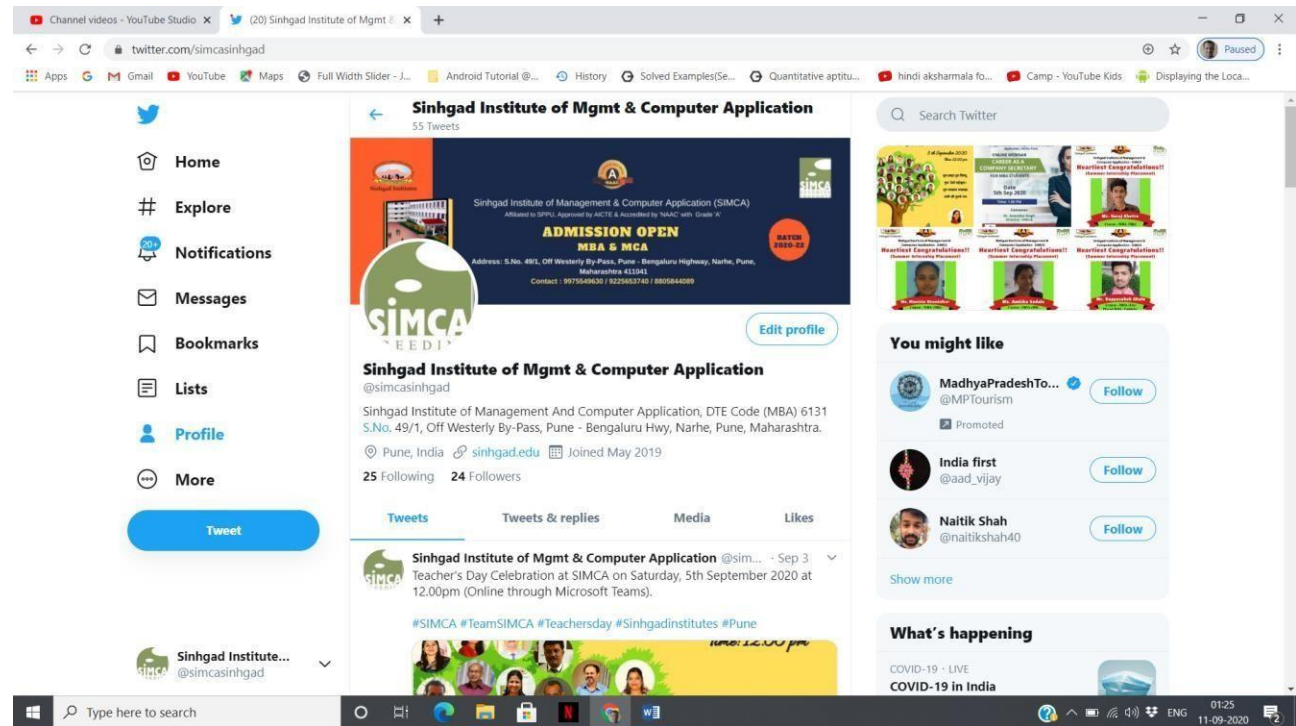
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Twitter



This screenshot shows the Twitter home page. The main content is a tweet from Sinhgad Institute of Mgmt & Computer Application (@simcasinhgad) dated Sep 3, 2020. The tweet is for Teacher's Day and features a collage of photos of teachers. The text of the tweet includes: "What's happening?", "#Sinhgad Institute of Mgmt & Computer Application @simcasinhgad · Sep 3 · Teacher's Day Celebration at SIMCA on Saturday, 5th September 2020 at 12.00pm (Online through Microsoft Teams).", "#SIMCA #TeamSIMCA #Teachersday #SinhgadInstitutes #Pune", and a Hindi message: "गुरु ब्रम्हा गुरु विष्णु, गुरुः देवो महेश्वरा। गुरु शास्त्रत परब्रम्हा तस्मै श्री गुरुवे नमः". The tweet has 1 reply and 1 like. To the right, there is a 'What's happening' section with news about COVID-19 and wildfires. Below the tweet, there is a tweet from OnePlus India (@OnePlus_IN) dated June 2020, mentioning a project to document lives during the pandemic.



This screenshot shows the Twitter profile page for Sinhgad Institute of Mgmt & Computer Application (@simcasinhgad). The profile header includes the name, 35 tweets, and an 'Edit profile' button. The bio states: "Sinhgad Institute of Management And Computer Application, DTE Code (MBA) 6131 S.No. 49/1, Off Westerly By-Pass, Pune - Bengaluru Hwy, Narhe, Pune, Maharashtra. @ Pune, India | sinhgad.edu | Joined May 2019". It also shows 25 following and 24 followers. The main content is a tweet from Sep 3, 2020, identical to the one in the previous screenshot. To the right, there is a 'You might like' section with suggestions for @MPITourism, @aad_vijay, and @naitikshah40. Below that is a 'What's happening' section with news about COVID-19.



Vijay

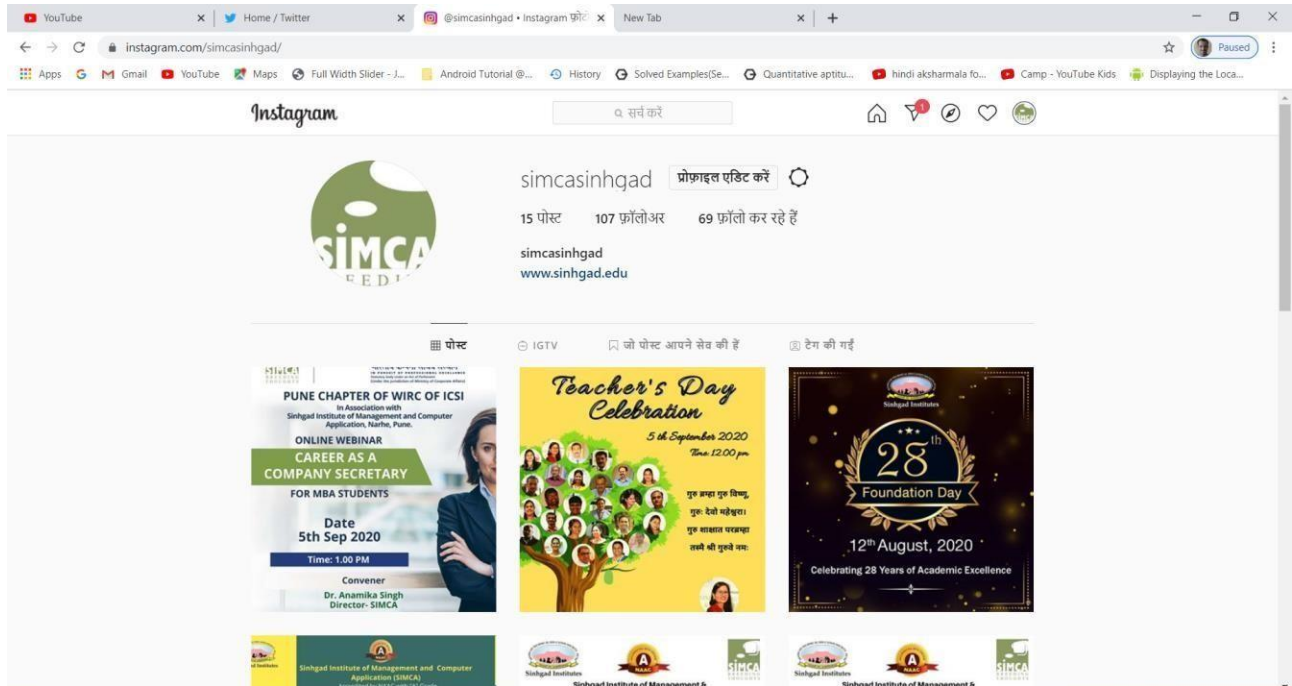
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Instagram






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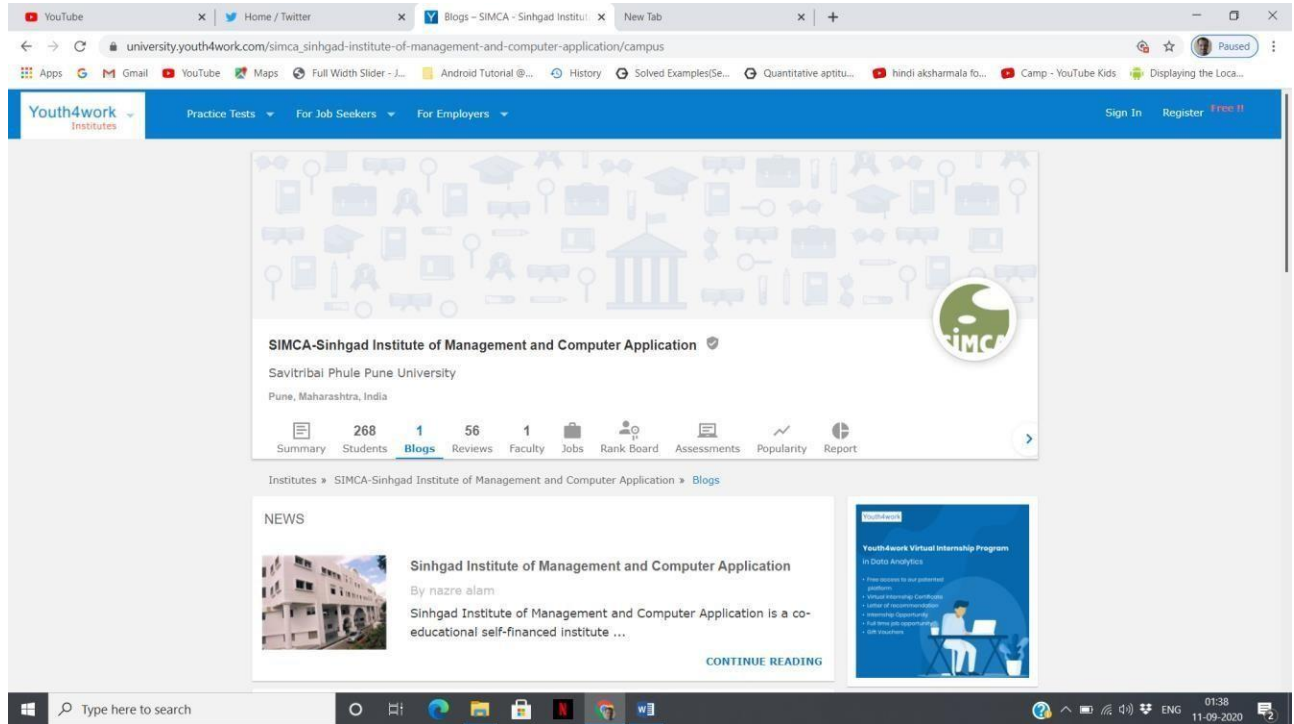


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Blog:



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