



BHARATI VIDYAPEETH COLLEGE OF ARCHITECTURE,

NAVI MUMBAI

PR Committee - Website & social media

Date: 11 June 2024 (Tuesday)

Time: 03:45 – 4:15 PM

Venue: Second Floor Staffroom

Attendees:

- Ar. Madhura Naik
- Ar. Prachi Rangari
- Ar. Kajal Agarwal

Agenda of the Meeting:

- 1.Introductory Meeting
2. Introduction of the New Members
- 3.Assignment of Duties
4. Revision of Standard SOPs

Minutes of the Meeting:

1. Introduction of the New Members

The Head of the team welcomed all members to the first meeting of the website & social media Team for the Academic year 2024-25. The team aims towards upgrading information of the institute on the website for social outreach. The objective of the team includes information on Infrastructure, facility information, contact details, achievements of students, best work display, alumni information, courses details. fee structure, Placement of students, IIC, ARIIA, NIRF Certification and admission in B.Arch. and B.Voc courses. Inclusion of social media pages like Instagram, Facebook, twitter help to engage students with awareness for upcoming events.

2. Introduction of New Members

Ar. Prachi Rangari and Ar. Kajal Agarwal were introduced and provided a brief background.

3. Assignment of Duties

- Ar. Madhura Naik: Getting approval for content to be uploaded on website and social media. Coordinating with IT cell for maintenance & updating the college website. Engagement on Social media handles on a regular basis & maintaining record of the same. Coordinating with PR students' team to posting all official events on various social media platforms.

- Ar. Kajal Agarwal: Assigned to coordinate with Students Council Design team for content creation like posts, posters, stories and banners etc.
- Ar. Prachi Rangari: Assigned to represent and coordinate with B. Voc dept. for content and ideation.

4. Revision of Standard SOPs

- A discussion was led on the existing Standard Operating Procedures (SOPs) for Website & social media team.
- Key SOPs reviewed included:
 - Content Publishing: Publish content on the website and other social media platforms in a timely manner, ensuring accuracy and relevance.
 - Maintaining Website and Social platform theme: Maintain congruity of website subject and social media platforms and ensure that published content aligns with the theme and objectives. Also, the design and structure the layout of the website to ensure proper and easy navigation. Also, Design social media content.
 - Online Presence Enhancement: Work towards increasing the online presence of the website and social media platforms to attract potential visitors.
 - Website Standard Maintenance: Maintain the standard of the website and ensure regular updates to keep it current.
 - Publication of College Content: Publish magazines, events, newsletter, and other relevant content on the website and simultaneously share it on social media platforms.

5. Next Steps

All the action items were summarized and was unanimously suggested that the next meeting shall be scheduled with the student members. This shall be done after the council reveals on 5th August 2024.

6. Conclusion

The date for the next meeting to be decided on 5th August 2024.