



MAHARASHTRA SHIKSHAN PRASARAK MANDAL'S, CHANDRAPUR 4793

SOMAYYA

INSTITUTE OF TECHNOLOGY

Approved by AICTE New Delhi, DTE Mumbai, Govt. of Maharashtra
& Affiliated to DBATU

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Media Cell

Nowadays, social media plays a crucial role in people and industry networking. Social media platforms also help to publicize the accomplishments of the Institute's students and staff. The audience of Social Media platforms includes all stakeholders. SAE has social media accounts on Facebook, Instagram, LinkedIn, Twitter, and YouTube. SAE Social Media Cell (SMC) wishes to continue the transition into next-generation students by creating a social media culture that promotes involvement and popularity.

Social Media Cell also works under the Central STES Level Group and Central Engineering College Level Group. All STES Level and College level achievements are highlighted and posted by SMC. The specialty of that particular day if any is also made as poster and uploaded on social media accounts on the same day. Day wise updates are also sent. At College level SAE have one coordinator and for each dept have one coordinator. These members officially collect the data suitable for post and submit to college coordinator who post it on social media. Also, few students from each division are acting as student coordinators to spread the awareness about the social media. SMC has kept all social media pages very active by posting almost daily. SMC also appreciates and highlights the achievements of the Alumni on college social media pages. This makes a good bond between the College, Students, Staff members and Alumni.



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Vision

To continue the shift into next-generation students, a social media culture that encourages involvement, popularity, and cross-disciplinary collaboration must be developed.

Mission

- to provide services that use effective advertising and advertising tactics to promote programs and successes to external and internal audiences, and to build honest, transparent, and consistent communications on social platforms

Objectives

- To boost student engagement and one-on-one learning opportunities
- To facilitate social network tools, students and institutions have a variety of options for improving learning methods.
- Creating and managing a social media presence on Facebook, Twitter, YouTube, and other related social networking platforms.
- To monitor all online social platforms in order to track warnings from social media sites via mobile devices around the clock.

Staff Coordinators of the Media Cell

Sr. No.	Name of Staff Member	Department
1	Dr.Padmanabh A.Gadge (Principal)	Chairman
2	Miss. Jayshree V.Asutkar (AIML Dept.)	Coordinator
3	Miss K.D Kudukar(CSE.Dept.)	Member
4	Mr M.T. Sheikh (Science & Humanties Dept.)	Member
5	Mr.Naresh Y.ganvir (Science & Humanties Dept.)	Member



Signature
Principal
Somaya Institute of Technology,
Chandrapur