



**R. C. PATEL**  
**INSTITUTE OF TECHNOLOGY**  
**An Autonomous Institute**

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**Social Media Cell**

**Committee Members**

<b>Sr. No.</b>	<b>Affiliation</b>	<b>Designation</b>
1	Director of Institute	Chairman
2	Registrar of Institute	Member
3	Senior Faculty of Institute	Member
4	Senior Faculty of Institute	Member





## Social Media Cell

### Purpose of Social media Cell: -

- Mental participation instead of physical engagement.

### Roles & Responsibilities of Social media Cell: -

#### 1. Developing and implementing social media strategies:

- The social media cell is responsible for developing and implementing social media strategies to promote the college's brand, increase organic and inorganic engagement, and attract prospective students.

#### 2. Creating and curating content:

- The social media cell is responsible for creating and curating content for social media platforms such as
  - **Facebook** - shirpurrpit
  - **Instagram** rcpitshirpur
  - **LinkedIn**-<https://www.linkedin.com/school/ses's-r.c.patel-institute-of-technology-shirpur/>
  - **YouTube** - RCPITShirpurOfficial
- This may include creating graphics, videos, and other visual content that can be shared on social media.
- To publish live events on social media platforms.
- To enhance interaction of Alumni students and industry.
- To operate alumni LinkedIn and facilitate interaction of alumni.
- To display students and faculty performance and achievements for attracting prospective students and parents.

#### 3. Managing social media accounts:

- The social media cell is responsible for managing the college's social media accounts, which includes posting content, responding to comments and messages, and monitoring social media activity.
- To increase reactions - Likes, Comments and Followers.

4. **Conducting social media campaigns:** The social media cell may be responsible for conducting social media campaigns to promote specific events or initiatives

**5. Engaging with the college community:** The social media cell may be responsible for engaging with the college community on social media by responding to comments, answering questions, and providing information about college events and initiatives.

**6. Staying up-to-date with social media trends:** The social media cell may be responsible for staying up-to-date with social media trends and changes in social media algorithms to ensure that the college's social media strategies are effective and up-to-date.

**7. Review Meeting:**

Once in a week to review performance of social media pages.