

## Report on the Workshop

### "Elevating Academic Influence Using Social Media"

**Attendees:** Dr. Hemanth Kumar S and Dr. Amit B Patil, JSS College of Pharmacy, Mysuru

**Organized by:** Sri Jayachamarajendra College of Engineering, Mysuru (A Constituent College of JSS STU)

**Venue:** IS Seminar Hall, Golden Jubilee Bhavan, JSS STU

**Date and Time:** 21st June 2024, 10:00 AM

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Dr. Hemanth Kumar S and Dr. Amit B Patil from JSS College of Pharmacy attended a workshop on June 21, 2024, titled "Elevating Academic Influence Using Social Media." The workshop was organized by Sri Jayachamarajendra College of Engineering, Mysuru, and held at the IS Seminar Hall, Golden Jubilee Bhavan, JSS STU. The event was designed to provide insights into leveraging social media for enhancing the academic influence of institutions.

The workshop featured distinguished chief guests, including Dr. Dharma Prasad, CEO and Chief Scientist at Prosetta Bioconfirmatics Pvt. Ltd. and a social media influencer, and Mr. Jayanth Prakash, Regional Lead for South India and Sri Lanka in the Academics and Government Vertical at LinkedIn. The event was presided over by Dr. A N Santosh Kumar, Vice Chancellor of JSS STU, Mysuru. The convenor for the workshop was Dr. M.N. Nagendra Prasad, Dean of SAAE at JSS STU, and the co-convenor was Dr. M. Pradeep, Placement Coordinator at JSS STU.

#### **Resource Persons and Topics:**

**1. Dr. Dharma Prasad**

- Topic: Digital Branding of JSS STU & SJCE
- Dr. Dharma Prasad emphasized the importance of creating a strong digital brand for JSS STU and SJCE. He discussed strategies for utilizing social media platforms to enhance the visibility and reputation of the institutions.

**2. Mr. Jayanth Prakash**

- Topic: Building Attractive Professional LinkedIn Profiles
- Mr. Jayanth Prakash provided practical tips on creating and maintaining professional LinkedIn profiles. He highlighted the key elements of an effective profile and how it can be used to network with industry professionals and potential employers.

**3. Dr. M.N. Nagendra Prasad**

- Topic: Leveraging JSS STU Professional LinkedIn Subscription
- Dr. M.N. Nagendra Prasad discussed the benefits of the JSS STU Professional LinkedIn subscription. He explained how it can be leveraged for alumni engagement, enhancing placements, and overall branding of the university.

The workshop underscored the transformative role of social media in higher education. Social media platforms like LinkedIn, Instagram, and Facebook were discussed as vital tools for universities to amplify their academic influence, attract talent, and build a community. Establishing a strong brand presence on these platforms was highlighted as essential in the competitive educational market. The workshop illustrated how social media enables direct engagement with prospective students, offering insights into academic programs, campus life, and career opportunities.

### **Key Takeaways:**

- Social media is a powerful tool for enhancing university branding and influence.
- Effective LinkedIn profiles can significantly boost professional networking and career opportunities for students and faculty.
- Leveraging professional subscriptions on platforms like LinkedIn can enhance alumni engagement and placement opportunities.

The workshop was a valuable experience for Dr. Hemanth Kumar S and Dr. Amit B Patil, providing them with insights and practical strategies to leverage social media for academic branding and professional development. The knowledge gained from the distinguished speakers will be instrumental in enhancing the social media presence of JSS College of Pharmacy and engaging with a broader audience.

We extend our gratitude to Sri Jayachamarajendra College of Engineering, Mysuru, and JSS STU for organizing this enlightening workshop and providing a platform for knowledge exchange and professional growth. We also thank JSS College of Pharmacy, Mysuru, JSS Academy of Higher Education and Research for providing this opportunity to attend the event.

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