



**The Shirpur Education Society's  
R. C. Patel Institute of Technology, Shirpur**

**Social Media Cell**



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

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**Social Media Cell**

**Committee Members**

Sr. No.	Name of The Member	Designation	Position
1	<b>Prof. Dr. Jayantrao Bhaurao Patil</b> Director, R. C. Patel Institute of Technology, Shirpur	Director of the Institute	Chairman
2	<b>Dr. Prashant Tukaram Mahajan</b> Registrar, R C. Patel Institute of Technology, Shirpur	Registrar	Member
3	<b>Prof. Sandip Ravindra Sonawane</b> Assistant Professor, R C. Patel Institute of Technology, Shirpur	Assistant Professor	Member
4	<b>Prof. Krunalkumar Jitendrakumar Gandhi</b> Assistant Professor, R C Patel Institute of Technology, Shirpur	Assistant Professor	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** - shirpurrepit
  - **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. Analyzing social media metrics:

The social media cell may be responsible for analyzing social media metrics to track the success of social media campaigns and make adjustments to strategies as needed.



6. **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.
7. **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.
8. **Review Meeting:**  
Once in a week to review performance of social media pages.

