

SOCIAL MEDIA: TRENDS AND TECHNIQUES



Content creation and influencing are one of the highest paying gigs in today's day and age. Certain guidelines and techniques are to be followed to sustain a niche in the world of social media. Ms. Hema Rakesh, Digital Journalist cum social media influencer was the resource person for a seminar on this topic. She addressed the students of CAJ on 11th February 2023, and emphasised the importance of reading the newspaper on a daily basis as it paves way of being up-to-date, a must for an aspiring journalist. Discipline is a key hallmark of every journalist. The presentation on Mobile journalism and self-branding, monetizing every surface of a social media platform by picking the right niche and working on a constant notion will unleash a new path.



Diving into the basic components of social media and the algorithm which it works on were the key points of the 3-hour mentorship program. While interacting with the students Hema recommends IKIGAI, a book which talks about the purpose of life when asked about how to be consistent. Overall, it was a fun session, at the end she did a giveaway of her course on digital marketing to the students who were respondents throughout the session.