



2021-2022

Name of the Department/Society: **COMMERCE SOCIETY**

Name of the Event 7: Using social media to build your personal brand

Date of the Event: 11th February 2022

Today's world is dynamic with growth being the constant factor. Thus, updating oneself with the latest practices and trends across social media is a must. Nowadays, social media development has become one of the key attractions for our personal betterment and the speaker,

Ms. Ranjit Kaur, Assistant Professor at Apeejay School of Management, enriched the students with all the new developments in the realm of social media which can be used for one's personal growth. For example, how to start a self-made business from scratch and market it out on social media. The session was very informative and perfectly guided the students looking for developing their personal brand and networking through platforms like LinkedIn.

The speaker made the session very interactive and solved every query of the students. The session was an eye-opener for many of them as they got to know many unexplored features of social media. Overall, it was a very fruitful and insightful session for the students.

THE COMMERCE SOCIETY
DEPARTMENT OF COMMERCE
HANSRAJ COLLEGE
UNIVERSITY OF DELHI

is organising a webinar on

"USING SOCIAL MEDIA TO BUILD YOUR PERSONAL BRAND"

Ms. Ranjit Kaur
Assistant Professor
(Marketing)
Apeejay School of Management

Time 3 PM - 4 PM | **Date** 11th February, 2022 | **Platform** Google Meet

OPEN FOR ALL STUDENTS

Register at: <http://bit.ly/comsocXsocialmedia>
Deadline: 10th February'22, 11:59 PM

PROF. (DR.) RAMA (PRINCIPAL) | DR. PREETINDER KAUR (TEACHER-IN-CHARGE) | DR. SUDESH KUMARI (CONVENOR) | DR. BEAUTY DAS (CO-CONVENOR)

