



R. J. COLLEGE of Arts, Science & Commerce (Empowered Autonomous)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai - 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in • Email : rjcollege@rjcollege.edu.in • Tel No. + 91 22 25151763

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.10)

Date: 01/12/2023

Notice

Rotaract Club of RJ College

The Rotaract Club of Ramniranjan Jhunjhunwala College is conducting a "Digital December" online event organized by Digital Communication Directors among all the avenue directors in which a session will be conducted on digital skills. The details of the event are as follows:

Day: Saturday

Date: 2nd December to 7th December, 2023

Time: 12:00 pm

Venue: Instagram

All are cordially invited.


Prof. Kalaiselvi Nadar
BMS Coordinator




Dr. Himanshu Dawda
Principal

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Brochure

District 3141
Rotaract

Digital MASTERY

- Unleash your creativity

2nd to 7th December 2023

01:00 pm Onwards

RJ College, Ghatkopar

RSVP
Rtr. Shruti Panigrahi (82913 08983)
Rtr. Shrawani Khebade (70282 20504)

[@rotaract_club_of_rj_college](https://www.instagram.com/rotaract_club_of_rj_college) rjcollege@gmail.com [RCRJ](https://www.youtube.com/channel/UCRJR) [@RCRJ_college](https://www.facebook.com/RCRJ_college) [RCRJ College](https://www.linkedin.com/company/RCRJ_College)



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Report

Rotaract club of RJ college

Name of the event: Digital December

Day: Saturday

Date: 2nd December to 7th December, 2023

Time: 12:00 pm

Venue: Instagram.

Number of Attendees: 50

- The goal of this event was to use digital media to reach as many people as possible.
- Therefore, the first thing we did was look for engaging material.
- We conducted an online investigation on captivating material that draws viewers in and piques their interest in what is shared on social media platforms.
- Afterwards, we chose Instagram as the medium on which to share all of the advice and tricks.
- We considered coming up with more imaginative content, such as reels and posts, to make it simpler for individuals to comprehend and more engaging to use.
- Following all of this, we published a couple reels and a piece about creating interesting content for Instagram.
- We also shared some creatively formatted tips and methods.
- In addition, we shared some Instagram cheat codes for GIPHYs and story ideas.
- We integrated storytelling into our content strategy, crafting narratives that resonated with our audience's interests and aspirations. This humanized our brand and created deeper connections with our followers.
- As a result of these initiatives, we observed a significant increase in engagement metrics, including likes, shares, comments, and ultimately, an expansion in our digital footprint.

Objectives:

- To assist individuals in expanding the reach of their social media accounts.
- To provide unique advice and techniques to aid in reaching a larger spectrum of viewers.
- To engage our audience, increase club recognition, and increased traffic to our content.
- To offer avenues for participation and communication with our audience.
- To virtually make our voice heard by a larger audience.
- To continuously offer entertaining and valuable material to gain more followers.



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Outcome:

- The enhanced audience engagement observed through the content posted on Instagram was not merely quantitative but also qualitative.
- The interactions became more meaningful, with comments reflecting deeper engagement, inquiries, and discussions related to the shared content.
- This elevated level of interaction signaled a shift from passive consumption to active participation among the audience.
- The interesting content provided during the event didn't just serve as temporary engagement; it became part of users' social media accounts. People found value in the content and incorporated it into their own posts and stories, extending the event's reach organically beyond the initial sharing.
- The increase in engagement metrics during the event served as a pivotal benchmark.




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Photos of the session of Digital December held from 02/12/2023 to 07/12/2023



Student Participants during the interaction session of Digital December




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Digital December

Attendance

Sr no	Name	Department	Roll no
1	SINGH KASHISH	BSC	1117
2	VISHWAKARMA ROSHAN	BSC	1331
3	SINGH PRATIK ARUN KUMA	BSC	833
4	Ankita Singh	BMS	3527
5	Shubhangi tiwari	BMS	3576
6	Tanvi mamgain	BMS	3233
7	Antima Gaur	BMS	3034
8	Tarun Ootwal	BMS	3247
9	shivam Gupta	BMS	3638
10	Mahek busa	BMS	3634
11	khalil Shaikh	BMS	3328
12	Priya yadav	BMS	3318
13	Muskan Mishra	BMS	4145
14	Dhairya Seth	BMS	3060
15	Devanshi Singh	BMS	3057
16	Mohit Mishra	BMS	3251
17	Abdulrahim Shaikh	BMS	3080
18	Deepti thakkar	BMS	3401
19	Aaditi Patil	BMS	3065
20	Abhishek Maurya	BMS	3009
21	Vinit Gupta	BMS	3023
22	Shreya Jadli	BMS	3101
23	Abhay Gupta	BMS	3050
24	Dhruv Yadav	BMS	3108
25	Bhoomi Tiwari	BMS	3006
26	Dhairya Seth	BMS	3060
27	Abdulrahim Shaikh	BMS	3080
28	Mariya Jamil	BMS	3124
29	Arshan Sayyed	BMS	3001
30	Omkar Kalambe	BMS	3020
31	Dhairya Seth	BMS	3060
32	Hardik Singh	BMS	3128
33	Anisha Wable	BMS	3134
34	Anubhav Tripathi	BMS	3577
35	Arshan Sayyed	BMS	3001
36	Bhoomi Bhatt	BMS	3118
37	Devanshi Singh	BMS	3057
38	Dnyaneshwari Phalke	BMS	3044

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39	Taran Patel	BMS	3119
40	Dhairya Seth	BMS	3060
41	Khushi Pandey	BMS	3019
42	Mariya Jamil	BMS	3124
43	Omkar Kalambe	BMS	3020
44	Omkar Kalambe	BMS	3020
45	Mariya Jamil	BMS	3124
46	Mishti Bhatt	BMS	3102
47	Shreya Jadli	BMS	3101
48	Vaishnavi Bhosale	BMS	3075
49	Soni Gaud	BMS	3029
50	Shubham Mishra	BMS	3043

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Certificates





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