



Website and Social Media Committee

1. Description of the Committee

The Website and Social Media Committee is responsible for managing and updating the university's digital presence. This includes maintaining the website's sitemap, updating content regularly, scheduling updates, creating visuals, and managing social media posts across LinkedIn, Facebook, and Instagram. The committee also handles the development of the admission landing page and tracks both website and social media analytics to optimize engagement and performance.

2. Purpose of the Committee

The purpose of the Website and Social Media Committee is to ensure the university's online presence is up-to-date, engaging, and informative. By managing website content and social media platforms, the committee aims to attract prospective students, engage current students and alumni, and effectively communicate the university's values and events.

3. Objectives of the Committee

- Maintain and update the website sitemap to ensure all pages are easily accessible and properly indexed.
- Regularly update website content to reflect current events, news, and academic information.
- Create and implement a work schedule for timely website updates.
- Design and publish creative content for social media platforms (LinkedIn, Facebook, Instagram).
- Develop an engaging admission landing page to streamline the application process.
- Monitor website analytics to understand visitor behavior and improve user experience.
- Track social media analytics to measure engagement and optimize content strategy.

4. Committee Members/Composition

S. No.	Name of Faculty	Designation	Committee Designation
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1	Dr. Irudhayamary Premkumar	Assistant Professor	In charge
2	Dr. Sindhura Kannappan	Assistant Professor	Coordinator
3	Keshavan	Student	Member

5. Roles and Responsibilities of Members

- **Incharge:** Oversees all committee activities, ensures alignment with university goals, and liaises with university administration.
- **Coordinator:** Manages day-to-day operations, schedules updates, and coordinates content creation and publication.
- **Student Members:** Assist in content creation, website updates, social media management, and data analysis. Specific roles may include:
 - Content Writer
 - Graphic Designer
 - Social Media Manager
 - Data Analyst

6. Frequency of Meetings

The committee meets once in a semester and conducts additional meetings as needed to address specific tasks or urgent matters.

7. Procedure

Procedure for Website and Social Media Management:

Sitemap Maintenance: Regularly update the sitemap to include new pages and remove obsolete ones.

Content Update: Evaluate current content, plan updates, and implement changes.

Work Schedule: Create a detailed schedule for content updates and ensure adherence.

Creative Design: Develop visuals and creatives for social media posts and website banners.

Social Media Management: Plan, create, and publish posts on LinkedIn, Facebook, and Instagram. Monitor engagement and adjust strategy based on analytics.



Admission Landing Page: Design and update the admission landing page to ensure it is user-friendly and informative.

Analytics Monitoring: Regularly review website and social media analytics to understand user behavior and optimize content.

Feedback and Reporting: Collect feedback from users and prepare periodic reports summarizing activities, outcomes, and recommendations for future improvements.

Flow Chart:

1. Sitemap Maintenance → Content Update → Work Schedule → Creative Design → Social Media Management → Admission Landing Page → Analytics Monitoring → Feedback & Reporting