

Govt. Official Training Program in Social and Mobile under Future Skills PRIME

Objective

To understand the Framework & Guidelines for the use of Social Media for Government Organizations. To understand the fundamentals of Digital marketing and how to use it for the marketing campaigns

Eligibility Criteria and pre-requisites & target Audience

IT/ITeS and related areas employees from Government Departments, State/Central Government Organizations, and PSU/Autonomous Institutes. Knowledge of Social media platform and webpage development are compulsory.

Duration of the Course (in hours)

Duration: 30 hours

Course Content

Certificate

Starting Date-12/07/2021

Certificate will be issued to each participant after the completion of the training. The attendance will be marked during every session (morning & evening). A minimum of 80% attendance is mandatory to take the assessment exam. An online/offline 30 mins MCQ exam with questions based both on theory and hands-on in order to Successfully complete the course.

Sr.No.	Topic
1	Fundamental of Social Media
2	Digital Marketing Fundamentals
3	Website Planning and development
4	Search Engine Optimization
5	Social Media Marketing: Facebook, Twitter, LinkedIn, Email & YouTube
6	Web Analytics
7	Google AdSense and Affiliate Marketing
8	Social Media Analytics

Contact Person:

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For Registration,

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