



ISTE STUDENT CHAPTER



What is Social Media Content Writing?

- Writing the content in short, precise, simple language
- Ability to summarise the content
- Writing appropriate to the target audience/ relevant topic/situation/season or trend
- Making the content attentive and eye catchy by using attractive photos, graphics, links, videos.



SOCIAL MEDIA



On 13th March 2020 SOCIAL MEDIA CONTENT WRITING COMPETITION

Career Opportunities for Content Writers

- ★ Numerous job opportunities for students having content writing skills.
- ★ Types of jobs - Social Media Writing, News Writing, Blogging, Copywriting, Digital Marketing, SEO Writing, Freelancing, Sketch & Script Writing.

Competition Details:

- **1st Level - Test on English - Write-up on given topic (on spot)-Using Pen & Paper**
Word Limit : 200 Words, Time Limit : 30 min.
Top 20% will be selected for 2nd level
- **2nd Level - Designing Social Media Post for 5 different social media platforms - Facebook, Instagram, Twitter, Pinterest, LinkedIn.**
Time Limit : 1 hour.
Top 3 will be selected

Competition Open For All Students
Use this opportunity to test your content writing skills
Competition hashtag- #sairamtalentsearch

Attractive cash prizes
1st prize - Rs.1000/-
2nd prize - Rs.750/-
3rd prize - Rs. 500/-

Appreciation certificates for all the winners of first level
Second level Winners will be felicitated during college day

Time & Venue :

1st level- 11:30 am to 12:00 pm
Seminar Hall

2nd level- 2:00 pm to 3:00 pm
Computer Lab-CSE Dept

For Registration -Contact:

- P Rathna - Librarian - 9008864051
- Prof. Raghavendra Rao - CSE - 9448874160
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