



Indira Gandhi Delhi Technical University for Women
(Established by Govt. of Delhi vide Act 09 of 2012)
Kashmere Gate, Delhi-110006

Workshop on Mobile & Social Media

The Workshop on Mobile & Social Media was organized to provide participants with insights into the ever-evolving landscape of mobile technology and its impact on social media marketing and engagement. The workshop aimed to equip attendees with the knowledge and practical skills needed to leverage mobile platforms effectively and harness the power of social media to connect with their target audience of 65 students of IGDTUW.

The workshop had the following key objectives:

Educate participants about the latest trends and developments in mobile technology and social media.

Provide strategies for optimizing mobile marketing campaigns and improving social media engagement.

Familiarize attendees with various social media platforms and their unique features.

Explore best practices for content creation and social media advertising on mobile devices.

Enhance participants' understanding of analytics and metrics to measure the success of mobile and social media efforts.