

www.BMS.co.in Social Media Internship Report

INTRODUCTION

BMS.co.in is the Official website to keep you updated about the latest happenings of BMS.co.in More than ever, BMS.co.in internships can play a key role in your career success during and after college. BMS.co.in Internships allow you to gain valuable professionalized experience in your field of interest, giving extra opportunities to explore career-options available, apply academic knowledge, develop new skills, broaden your circle, and submit all the work assigned to you in time.

NARRATION

The first month of the internship was basic learning's. Later on after a month or so, the difficulty level of tasks given went on increasing – the learning's were to be practically implemented.

Without giving up or leavings hopes I continued working and was successful in achieving my target of having huge number of shares and clicks on Google +, facebook and whatsapp promotions of the blogs and articles. Then I was introduced to the completely new tasks of taking interviews of principals, coordinators, faculty, toppers students, and class representatives of various courses like BMS, BAF, BBI and BFM. It was a tremendous pressure to contact students from all courses but it made me more as an extrovert from an introvert.

My college coordinator Dr .Rakhi Sharma supported me a lot – she has been a great motivator, a mentor, a leader, an inspiration. She can be termed as “a support to all her students”. Whenever I approached her for any details she was always helping me with the required details. She did not only support me in taking interviews but also permitted me for conducting a online content writing contest in the college. She also encouraged the students to participate for the contest.

Most of the contest entries are published on www.BMS.co.in whereas few entries got disqualified.

With all support of Parvathy Ma'am during the entire internship she acted as a guide, a mentor, a support system throughout. It is because of her guidance that I was consistently tagged as the first top performer of the week (for consistently 3 weeks) and was also complimented as an asset to the BMS.co.in team by Kartik Raichura Sir who is the Founder of BMS.co.in – that was the proudest and the most satisfactory moment for me till date.

By Today I have managed taking an approx of 30 contest entries (17 qualified for the contest), and 30 interviews in my name.

ANALYSIS AND EVALUATION

Analysis of all my tasks was done by Parvathy ma'am. She evaluated me as compared to other interns working with her. She always motivated me as an inspiration to start the new tasks which helped me to work better.

LEARNINGS (Quick Guide)

1) How to promote articles of website/blog on Facebook?

- Create a facebook account
- Add groups of various categories
- Shorten the url of the article
- Add attractive captions/status
- Lastly –Post and (tag people related to the article)

2) How to promote articles of website/blog on Twitter?

- Make a twitter account
- Shorten url of the article
- Use hastags(#) for keywords
- Post / Tweet

3) How to promote articles of website/blog on Tumblr?

- Make a Tumblr account
- Shorten the url of the article
- Post it in links section
- Use tags
- Post

4) How to promote articles of website/blog on Pinterest?

- Shorten a url of the article
- Post it
- (Make new pin of each category and add it)

5) How to promote articles of website/blog on Whatsapp?

- Shorten the url of the article
- Add good caption / status
- Post to all contacts (message / use broadcast list)

6) How to promote articles of website/blog on Google plus?

- Shorten the url of the article
- Add good captions / status
- Tag concerned contacts; companies; groups, etc.

7) How to promote articles of website/blog on LinkedIn?

- Shorten the url of the article
- Post business related or career related articles only in profile / related groups

8) Why is social media marketing required for any business?

- To promote a product/service
- To popularize it
- So that the product/service is used by more consumers

9) What's the process of taking interviews of stakeholders / key people in any industry?

Take the stakeholder's appointments and take their interview with their ease in such a way that you can complete according your deadline. Interviews can be written / via mails / recorded / video depending on the comfort level of the key people.

10) How to track your social media promotions i.e. clicks / visits happened on your promoted articles?

Shorten the link @ goo.gl
(google url shortner)

APPENDIX

You can check my internship work at: <http://bms.co.in/vanita-godwani/>

INTERNSHIP EXPERIENCE ESSAY

<http://www.bms.co.in/what-i-learned-during-my-bms-co-in-social-media-internship-experience-by-vanita-godwani/>

CONCLUSION

I would like to thank my college & the entire team of www.BMS.co.in for their support, love and guidance in the course of 3 months internship programme. It has been a wonderful and a memorable experience.

SUBMITTED BY:

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