

REPORT ON:

LinkedIn and Instagram handles of the Alumni committee.

The Alumni committee page was introduced on LinkedIn and Instagram on October 13, 2022, and following are the updates regarding the same:

- We started off with an introductory post mentioning the purpose, goals and vision of the Alumni Committee.
- In the subsequent posts, information regarding the events conducted under 'ALMA CONNECT SERIES' was shared. Information included the topics discussed during the interaction, event flyer and some glimpses from the event.
- Weekly posts and blogs on the trending topics/ news are shared on both the handles, which helps us enhance our reach on the platforms.

In addition to this we plan to:

- Regularly post about our alumni across different fields and countries to:
 - ✓ Increase our network
 - ✓ Make it easier for the present batch to connect with our alumni and seek guidance from them
 - ✓ Revive the connection amongst the alumni as well as between alumni and college.

Committee members are actively working towards this.

- Make more posts on the trending topics in the pharma industry that will help both our present students and alumni.
- Share more pharma related educational content which will again help us reach more people.
- Create LinkedIn groups to facilitate better interaction between alumni across the world.

We aim to come up with more creative ideas to engage more people and increase our reach on social media platforms.