



# VIDYABHARTI TRUST COLLEGE OF BBA & BCA, UMRAXH

## Webinar on Personal Branding using Social Media

During Covid 19 Pandemic, Vidhyabharti trust college of BBA & BCA has organized webinar on Personal Branding using social Media on 2<sup>nd</sup> June, 2020 conducted by **Mr. Bhautik Seth**. He is an owner and cofounder of **iVIPANAN** working for social media marketing strategies and Digital Marketing.

600+ Students from various institute were registered in this webinar. They get more insights about how to handle personal profile on social media to get personal branding as well as session was followed by question answer rounds with students. It was a great opportunity for the students to learn from home.





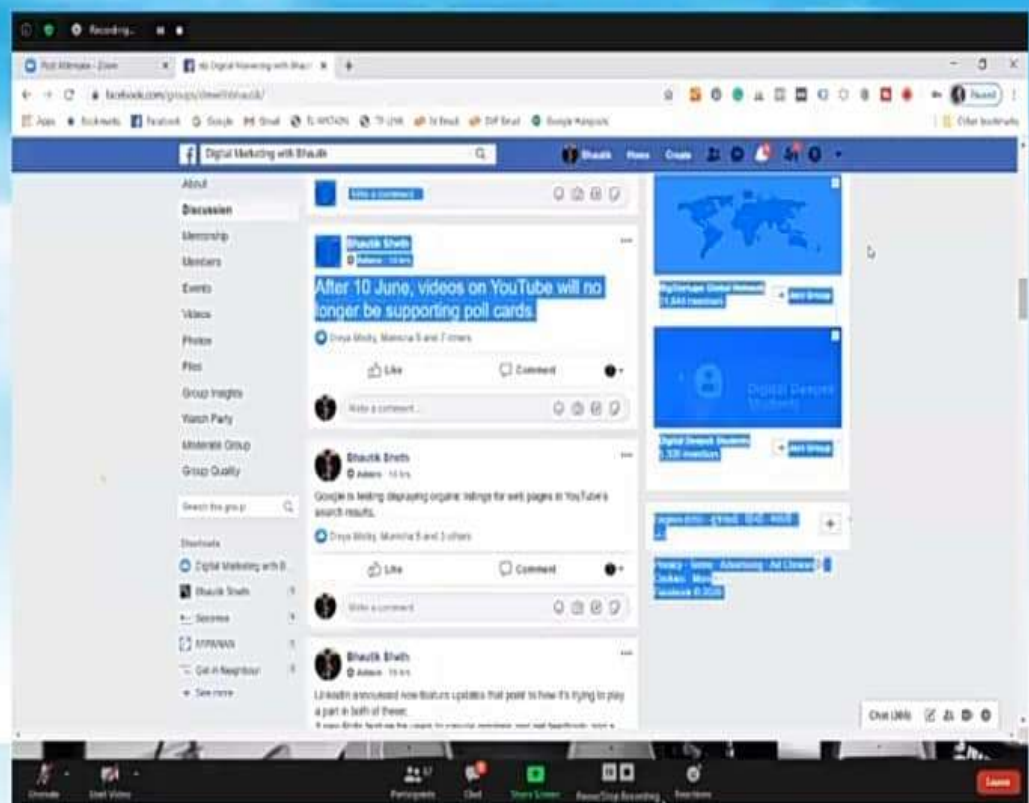

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**PERSONAL BRAND**  
=  
**MASTERING ONE DOMAIN**  
=  
**SOLVING QUERIES OF PEOPLE**  
=  
**REACHING OUT TO MAXIMUM PEOPLE**

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The screenshot shows a Facebook group page for "Digital Marketing with Bhavik". The page features a navigation menu on the left with options like Discussion, Membership, Members, Events, Videos, Photos, Files, Group Insights, Watch Party, Unrelated Group, and Group Quality. The main content area displays several posts, including one by Bhavik Sheth titled "After 10 June, videos on YouTube will no longer be supporting poll cards". The right sidebar contains a world map and two blue banners for "Digital Content Marketing" and "Digital Content Marketing". The bottom of the screenshot shows a video player interface with controls for mute, video, participants, chat, share screen, pause/stop recording, and full screen.




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**STAY HOME**

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**STAY HOME**

## NEXT STEPS

- DON'T COPY OTHERS**
- STAY GROUNDED**
- DON'T REACT BUT RESPOND**
- COPE UP WITH DETRACTORS**
- KEEP UPGRADING YOUR KNOWLEDGE**



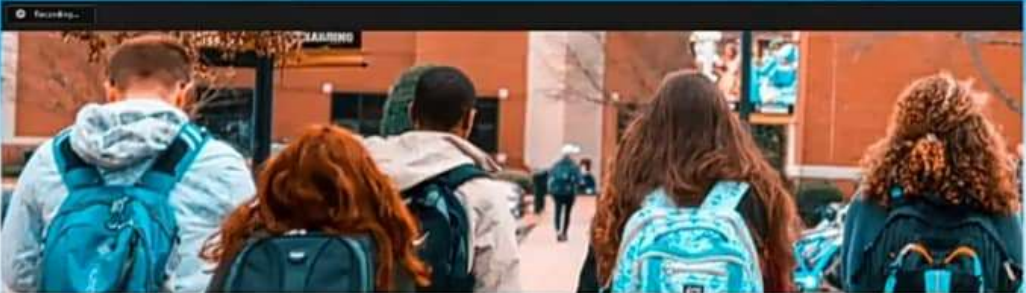
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