

10. Social Media Presence

In the digital age, a well-managed online presence has become an essential component of academic and professional growth. University students can strategically utilize social media platforms to establish a credible digital identity that aligns with their educational pursuits and career objectives. When used effectively, these platforms serve not only as tools for self-expression but also as channels for networking, showcasing achievements, and aligning with career aspirations.

Effective Ways to Use Social Media:

- **Share Knowledge:** Post academic insights, research updates, and relevant industry trends to demonstrate subject expertise and stay engaged with peers.
- **Maintain Professional Profiles:** Use platforms like LinkedIn, X (formerly Twitter), and ResearchGate to highlight achievements, connect with faculty, and network with professionals.
- **Showcase Portfolios:** Publish academic projects, technical work, or creative content on platforms such as GitHub, Behance, or a personal website to reflect your skills and contributions.
- **Support Institutional Initiatives:** Follow and engage with official university pages, contribute to online events or campaigns, and promote campus activities to build a strong connection with your institution.

Opportunities under EDU Revolution:

- i. Course Equivalence for non-core courses
- ii. Grade Upgradation
- iii. CA modification

The following table outlines the suggested academic benefits and evaluation criteria for students engaging meaningfully under the **social media presence** category.

ACADEMIC BENEFITS FOR SOCIAL MEDIA ACHIEVEMENTS – MONTHLY			
Parameter	Grassroot Benefits	Achiever Benefits	Highflyer Benefits
	Eligibility - 500 Points	Eligibility - 501-1000 Points	Eligibility - 1001+ Points
DL	30 HOURS	40 HOURS	50 HOURS
CA	NIL	EXEMPTED FOR 1 COURSE	EXEMPTED FOR 2 COURSES
MTT	NIL	NIL	10% BONUS MARKS
ETT	NIL	NIL	10% BONUS MARKS
GRADES	NA	NA	NA
COURSE EXEMPTION	NA	NA	NA
CASH AWARD	1000	2000	3000
CERTIFICATE	NIL	NIL	YES
HOSTEL ROOM PREFERENCE	NIL	NIL	NIL
BADGE	NIL	NIL	NIL

ACADEMIC BENEFITS FOR SOCIAL MEDIA ACHIEVEMENTS - TERM WISE			
Parameter	Grassroot Benefits	Achiever Benefits	High Flyer Benefits
	Eligibility - 2000 Points	Eligibility - 2001-4000 Points	Eligibility - 4001+ Points
DL	60 HOURS	70 HOURS	80 HOURS
CA	EXEMPTED FOR 2 COURSES	EXEMPTED FOR 4 COURSES	EXEMPTED FOR ALL COURSES
MTT	20% BONUS MARKS	30% BONUS MARKS	40% BONUS MARKS
ETT	20% BONUS MARKS	30% BONUS MARKS	40% BONUS MARKS
GRADES	NA	NA	NA
COURSE EXEMPTION	NA	NA	1 COURSE
CASH AWARD	4000	5000	6000
CERTIFICATE	YES	YES	YES
HOSTEL ROOM PREFERENCE	YES	YES	YES
BADGE	YES	YES	YES

SCORING METRICS FOR SOCIAL MEDIA CONTENT - (Monthly Basis)

(Only academic, sensible, and pro-university posts will be counted for benefits. Posts should contribute to industry knowledge, student engagement, research, achievements, or professional development. Casual or non-relevant posts will not be considered.)

Category	Parameter	Metric	Minimum Eligibility to Qualify	Minimum Benefit	Moderate Benefit	Maximum Benefit
Social Media Post	Personal Account Post	Reach	1000	1000 = 10 points	1500 = 20 points	2000 = 30 points
		Engagement	100	100 = 10 points	150 = 20 points	200 = 30

						points
		Engagement Rate	10%	10% = 10 points	15% = 20 points	20% = 30 points
		Content Quality	Original	Recreated = 10 points	Remixed = 20 points	Original = 30 points
Social Media Account	SM Account Dashboard	Accounts Reached	10000/month	10000 = 30 points	15000 = 60 points	20000 = 100 points
		Accounts Engaged	1000/month	1000 = 30 points	1500 = 60 points	2000 = 100 points
		Total Followers	All time 5000 with 5% increase monthly	5% = 30 points	10% = 60 points	15% = 100 points
		Content Shared	10/month	10 = 30 points	15 = 60 points	20 = 100 points
Professional Portfolios	LinkedIn Presence	Profile Completeness	50%	50% = 10 points	50–80% = 20 points	80–100% = 30 points
		Endorsements & Recommendations	5 endorsements, 1 recs	5 endorsements, 1 recs = 10 points	5–20 endorsements, 2–3 recs = 20 points	20+ endorsements, 3+ recs = 30 points
		Network Size	100 connections	100 connections = 10 points	100–500 connections = 20 points	500+ connections = 30 points
		Activity & Engagement	1-2 post/comment per month	1-2 post/comment per month = 10 points	3–4 posts/comments per month = 20 points	5+ posts/comments per month = 30 points

		Number of Industry Connections	10 industry connections	10 industry connections = 10 points	10–50 industry connections = 20 points	50+ industry connections = 30 points
Industry Connections		Relevant Groups/Communities	2 groups joined	2 groups joined = 10 points	3 groups joined = 20 points	4+ groups joined & active = 30 points
		Collaborations	1 collaboration	1 collaborations = 10 points	2 collaborations = 20 points	3+ collaborations = 30 points
		Engagement with Industry Content	5 interactions/month	5 interactions/month = 10 points	5–20 interactions/month = 20 points	20+ interactions/month = 30 points
Projects Showcase		Project Descriptions	1 projects listed	1 projects listed = 10 points	2–4 projects listed = 20 points	5+ projects listed = 30 points
		Recommendations or Reviews	2 recommendations	2 recommendations = 10 points	3 recommendations = 20 points	4+ recommendations = 30 points
		Publications or Presentations	1 publications	1 publications = 10 points	2–3 publications = 20 points	4+ publications = 30 points

		Portfolio Links	1 links	1 links = 10 points	2 links = 20 points	3+ links (GitHub, website, etc.) = 30 points
		Media Attachments	1 attachment	1 attachments = 10 points	3 attachments = 20 points	4+ attachments = 30 points
Institutional Brand Building	University Hashtags	Frequency of Universityhashtag usage	8/month	8 = 30 points	12 = 60 points	16 = 100 points
	University/School Event Coverage	University Eventrelated content creation (photos, videos, posts)	8/month	8 = 30 points	12 = 60 points	16 = 100 points
		Engagement with the university content (shares, likes, comments)	15/month	15 = 30 points	25 = 60 points	35 = 100 points
	Ambassador Activities	Active promotion of university initiatives (campaigns, events, social causes)	15/month	15 = 30 points	25 = 60 points	35 = 100 points
		Post to Engage with prospective students or external stakeholders	2/month	2 = 30 points	4 = 60 points	6 = 100 points