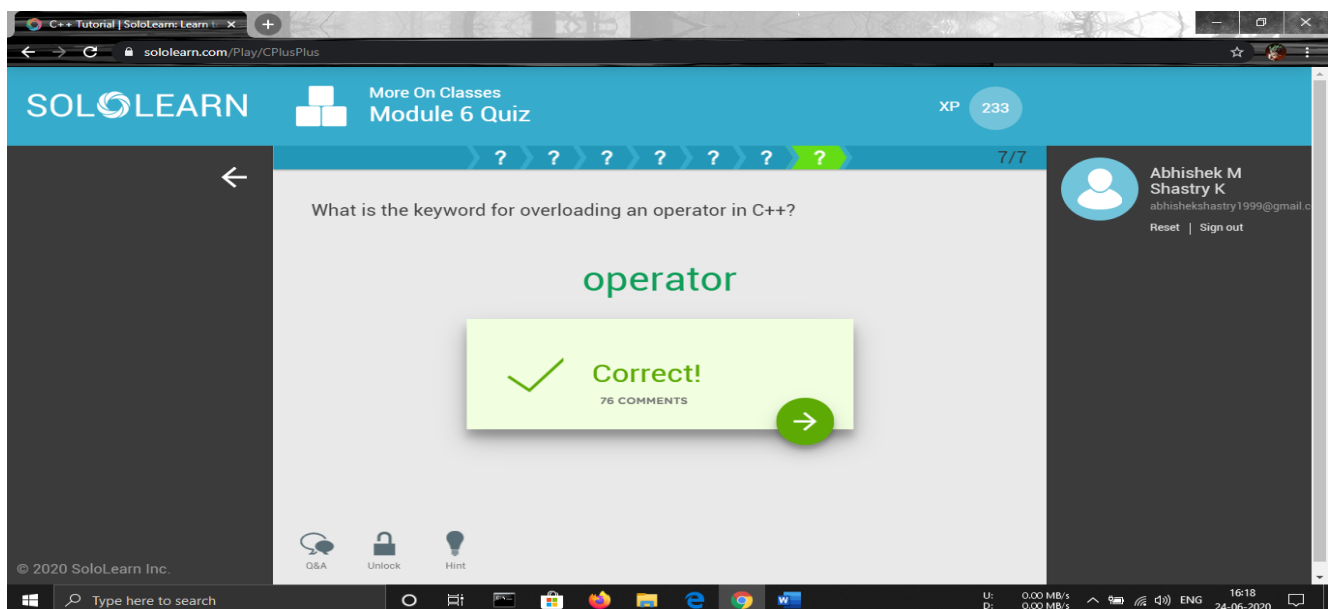
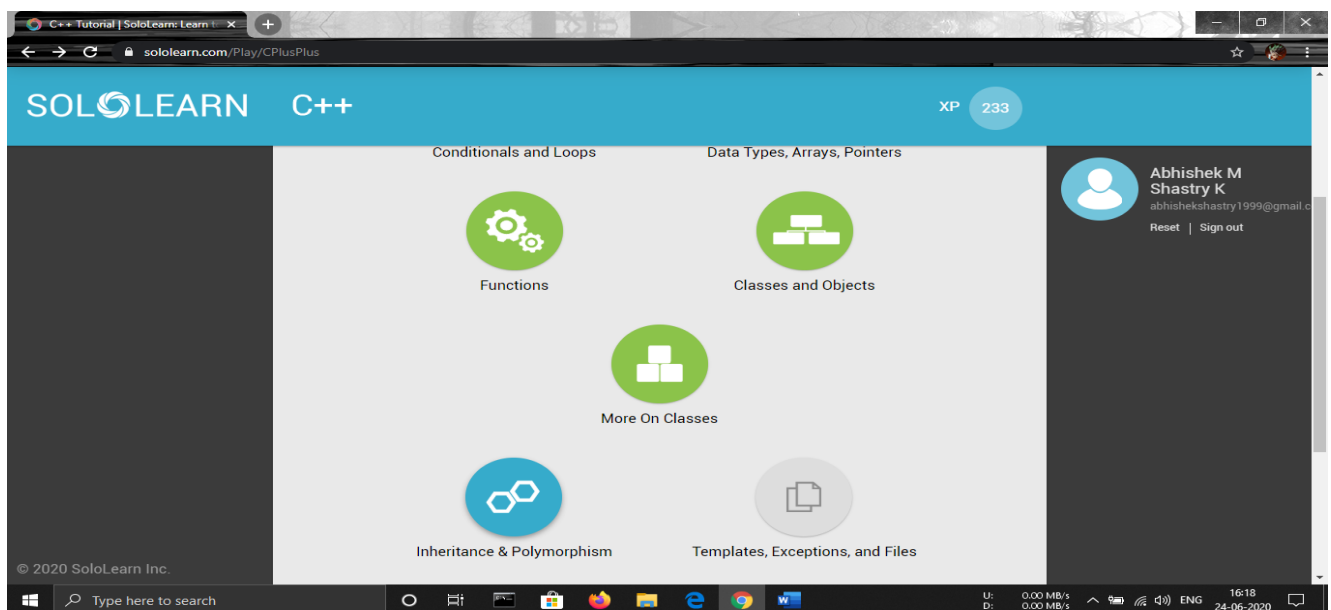


DAILY ASSESSMENT REPORT

Date:	24/06/2020	Name:	Abhishek M Shastry K
Course:	C++ Tutorial by SOLOLEARN	USN:	4AL17EC002
Topic:	1] More on Classes	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

FORENOON SESSION DETAILS

Image of session



Report

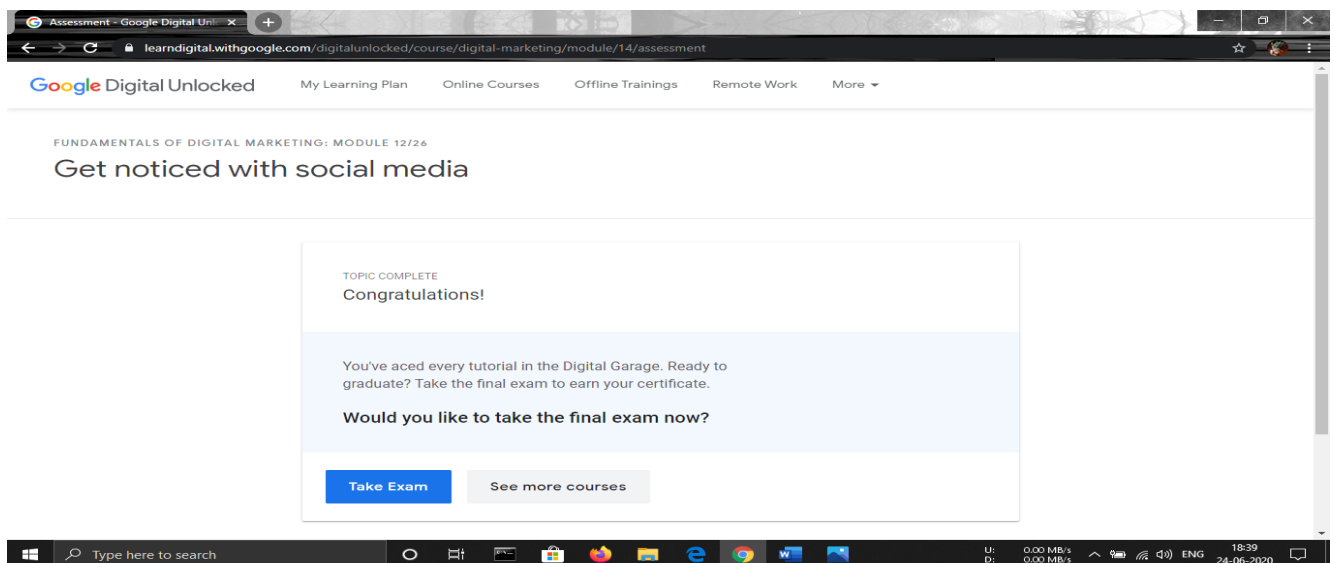
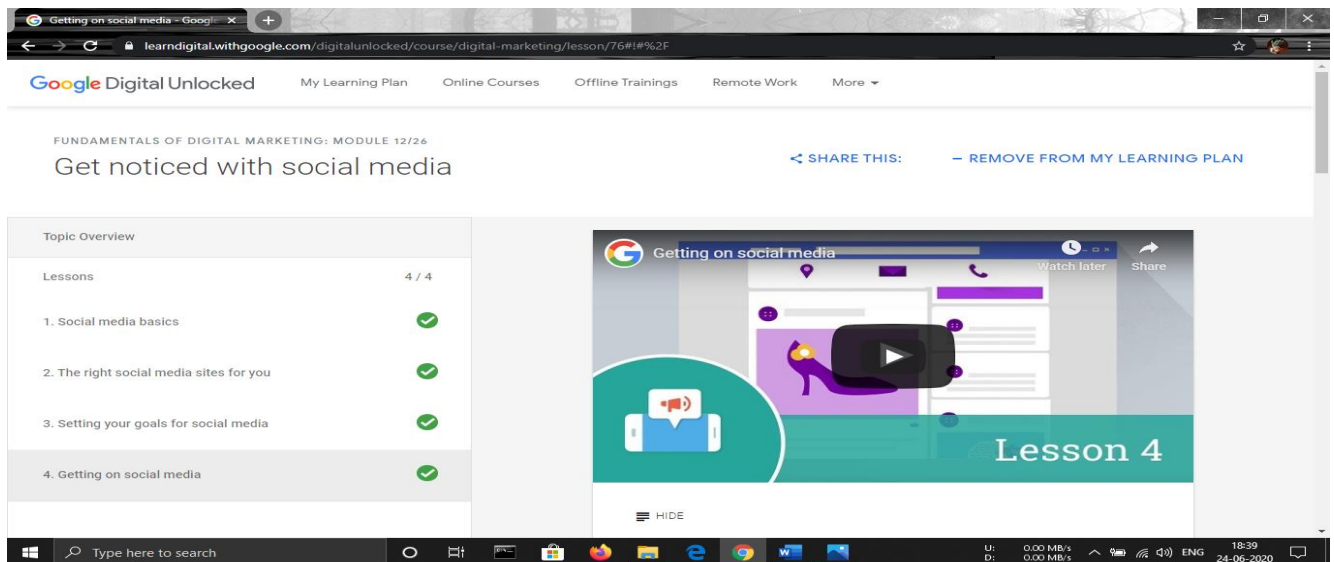
More On Classes

- It is generally a good practice to define your new classes in separate files. This makes maintaining and reading the code easier.
- The header file (.h) holds the function declarations (prototypes) and variable declarations.
- The double colon in the source file (.cpp) is called the scope resolution operator, and it's used for the constructor definition.
- Destructors are special functions, as well. They're called when an object is destroyed or deleted. The name of a destructor will be exactly the same as the class, only prefixed with a tilde (~). A destructor can't return a value or take any parameters.
- A constant is an expression with a fixed value. It cannot be changed while the program is running. Use the const keyword to define a constant variable. All const variables must be initialized when they're created. In the case of classes, this initialization is done via constructors. If a class is not initialized using a parameterized constructor, a public default constructor must be provided - if no public default constructor is provided, a compiler error will occur.
- Once a const class object has been initialized via the constructor, you cannot modify the object's member variables. This includes both directly making changes to public member variables and calling member functions that set the value of member variables.
- C++ provides a handy syntax for initializing members of the class called the member initializer list (also called a constructor initializer).
- In the real world, complex objects are typically built using smaller, simpler objects. For example, a car is assembled using a metal frame, an engine, tires, and a large number of other parts. This process is called composition.
- Normally, private members of a class cannot be accessed from outside of that class. However, declaring a non-member function as a friend of a class allows it to access the class' private members. This is accomplished by including a declaration of this external function within the class, and preceding it with the keyword friend.
- Every object in C++ has access to its own address through an important pointer called the this pointer. Inside a member function this may be used to refer to the invoking object.

Date:	24/06/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Get noticed with social media <ul style="list-style-type: none"> • Social media basics • The right social media sites for you • Setting your goals for social media • Getting on social media 	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

Image of session



Report

Social media basics

- Online networks, or “social media” as we call it, allow people to link, interact, share and exchange information. They’ve quickly become something we can’t seem to live without. Literally millions of people connect and share on social media every single day.
- When you join these social networks, you can join these conversations and start new ones. Maybe you’ll start by sharing photos when you get new items in stock, and this will help you stay “top-of-mind”. It also gives people a reason to visit, again and again.
- Social media provides an opportunity for your customers and fans to promote your products, and when this happens, you earn trust. Why? When someone else says how great you are, it carries more weight. You’re not promoting yourself but your customers are doing it for you.
- It’s important to know that while you may be using social media for business gains, it’s a very different medium than your typical advertising channels. The people you interact with on social media don’t want to just to be “talked at.” Think of it more as a conversation - a give-and-take relationship that ebbs and flows. Treat this network as you would your friends and colleagues in the real world.

The right social media sites for you

- When getting started with social media, it helps to sort all the different networks into categories so that you can understand where you need to focus your attention.
- Content sharing networks give potential customers information they can sink their teeth into: facts, figures, graphics, reviews, and things like that. For example, YouTube, where that same vintage clothing store could publish videos that show “how to wear it,” or Pinterest, where beautiful photos of ‘street style’ outfits could be featured.
- The big networks like Facebook, Twitter, LinkedIn, Google+, YouTube, and others have lots of users, so you’re likely to find lots of people there. But beyond that, you might find smaller networks dedicated to exactly what you do, filled with people who are super-interested in the types of products or services you offer.
- With each network, spend some time looking around to see how people are using it. This will help you better understand how you can participate in the conversations.

Setting your goals for social media

- Social media offers some great opportunities for businesses, but it can also be overwhelming. To help you formulate your social media plan, you'll need to start with your business goals.
- For starters, you'll need to have something interesting to say, and you need to find people to say it to. Since you know you're trying to find people who haven't heard of you before, think about what they would be interested in or likely to respond to. Maybe you just got in a new line of hats or you're having a big grand opening sale.
- Engage with the network by re-sharing some of their content, or maybe you can spark some discussion by commenting on other people's content around current fashion trends, or a celebrity who put together an amazing vintage look.
- The last thing you'll need to plan is how you're going to speak to the different audiences in the different networks you're using.
- This will depend in part on the function of the networks themselves, but it's worth thinking through the tone of voice you want to use, and the interactions you want to pursue.
- The world of social media can be broad and complex, but starting out with clearly defined goals will help you figure out which networks to participate in, how to use them, and ultimately, how they'll help you achieve your objectives.

Getting on social media

- There are lots of different social networks out there, and knowing your business goals, and how you want to incorporate social into your strategy, will help you decide which ones are right for you.
- Many networks will use this information to create a profile page for you, which is kind of like your homepage within the network itself.
- Different social networks offer different things, so take some time to explore your options, not forgetting your plan.
- Finally, many social networks offer advertising opportunities, or special features for a price. For example, you may be able to pay for the right to see who else in the network has been looking at you, or you may be able to pay to put the content you're sharing in front of specific groups of people on those networks.