

# PROJECT REPORT

## 1.INTRODUCTION

### 1.1 OVERVIEW:

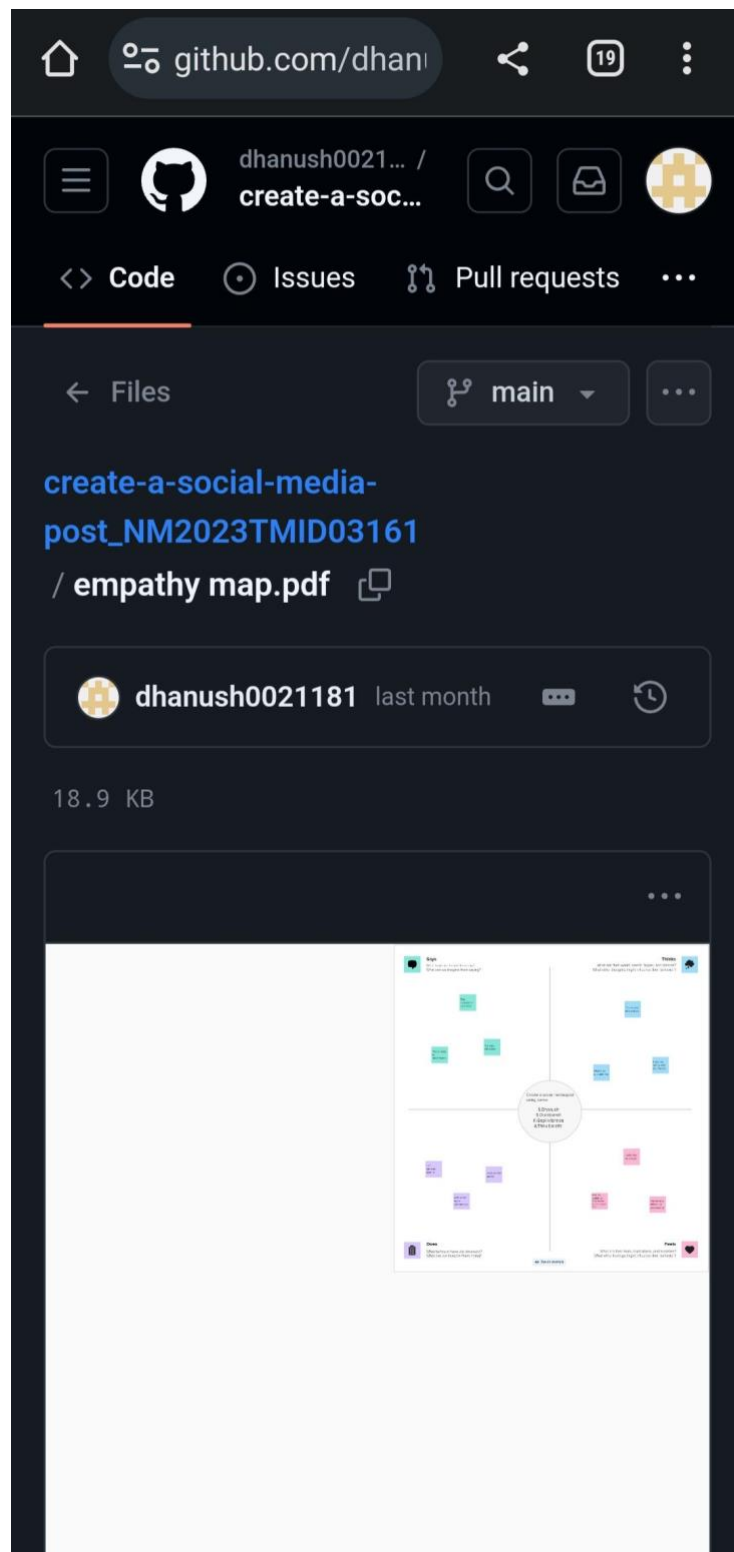
Our topic is Social media post, In this i took Pongel celebration. And my Post is a Social media message or Content that Commemorates the Tamil Harvest festival Known as Pongel. Pongel posts are shared to express joy and participate in the cultural celebration.

### 1.2 PURPOSE:

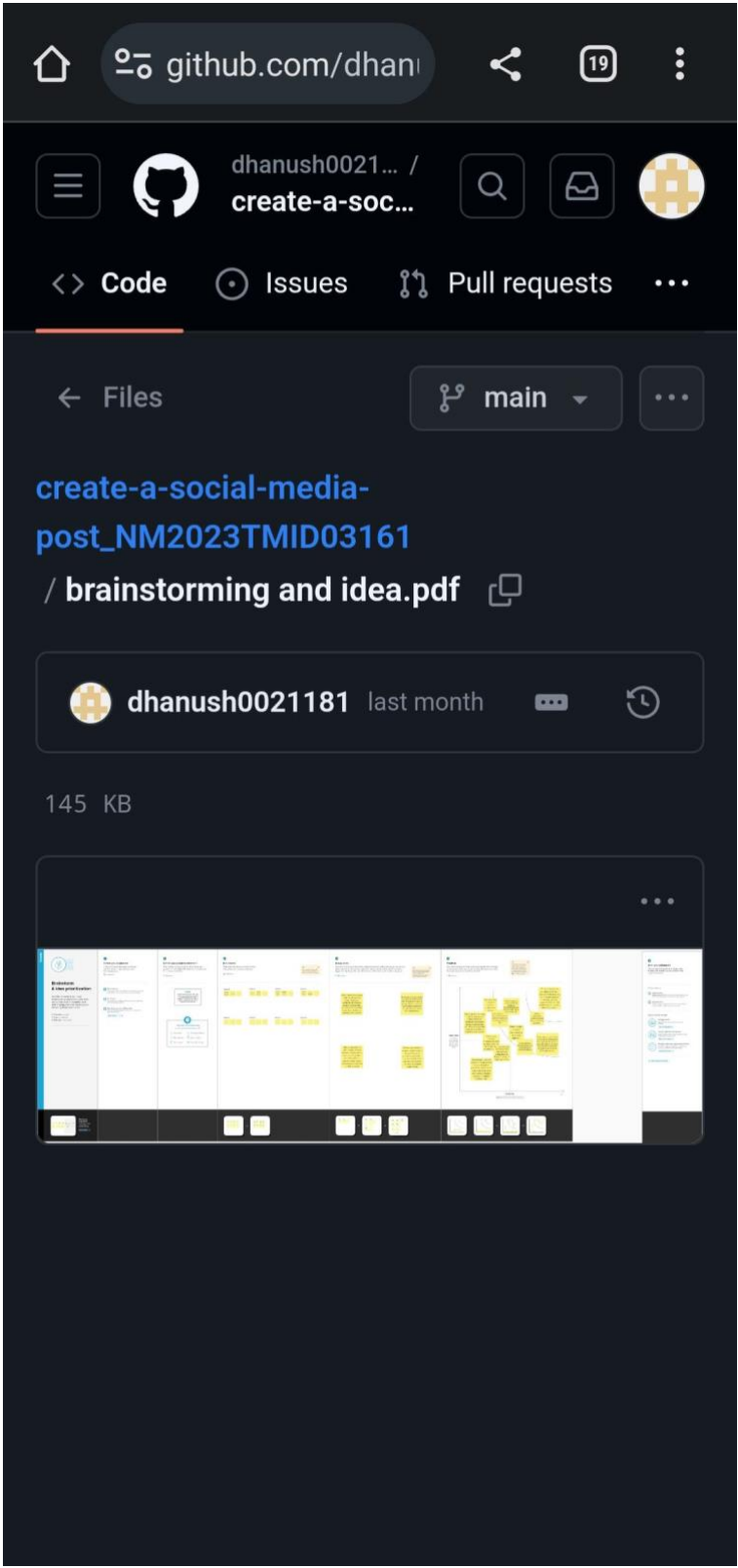
The Specific purpose of such a celebration can very depending on the college and it's traditions. Generally College events and celebration like this are Organized to promote a sense of community and provide students with a break from their academic voutines. The purpose can include festering a sense of belonging celebrating cultural diversity, or simply offering an opportunity for students to socialize and have fun.

## 2. Problem Definition & Design Thinking

### 2.1 Empathy map:



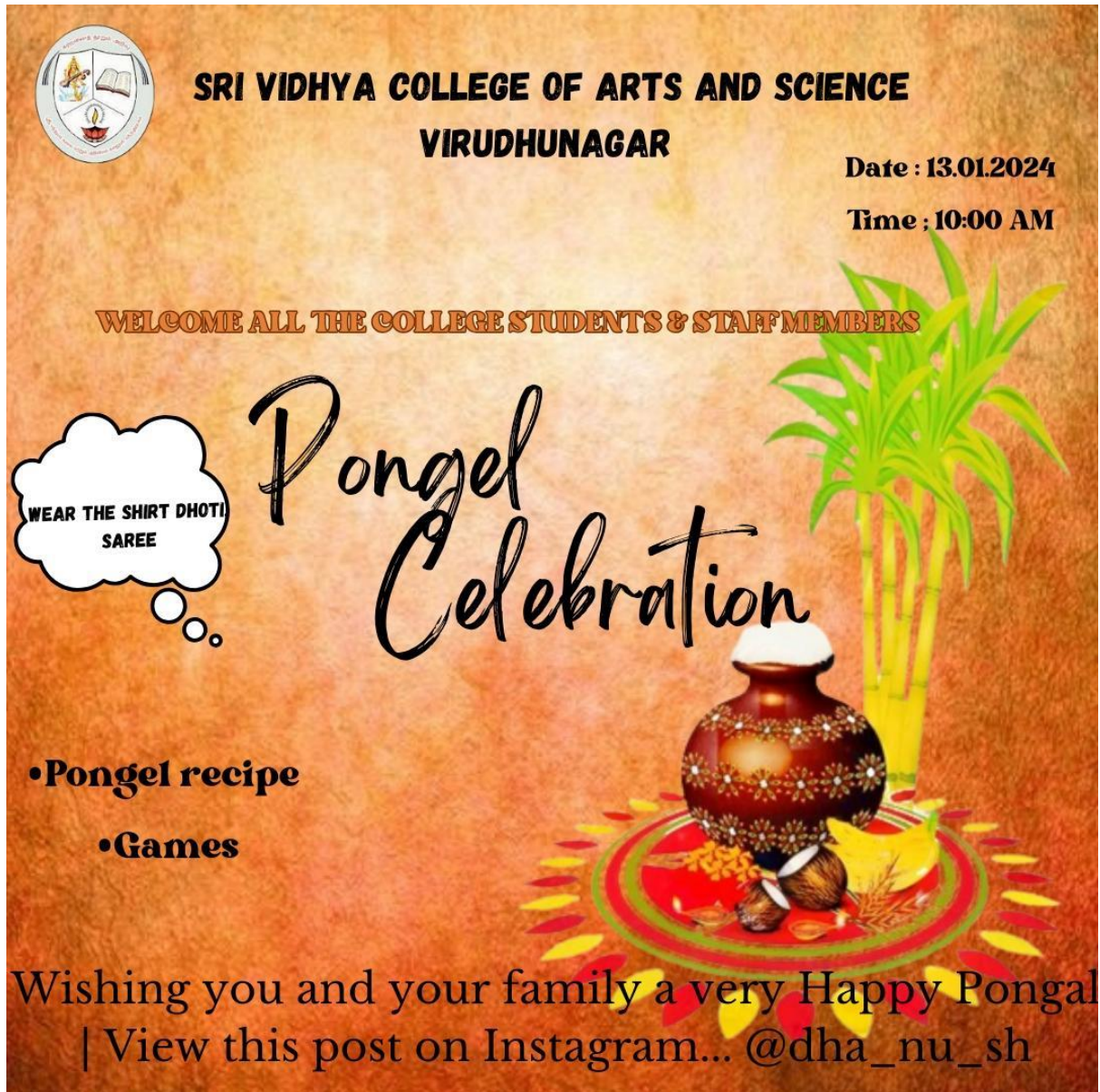
## 2.2 Brainstorming:



### 3. RESULT

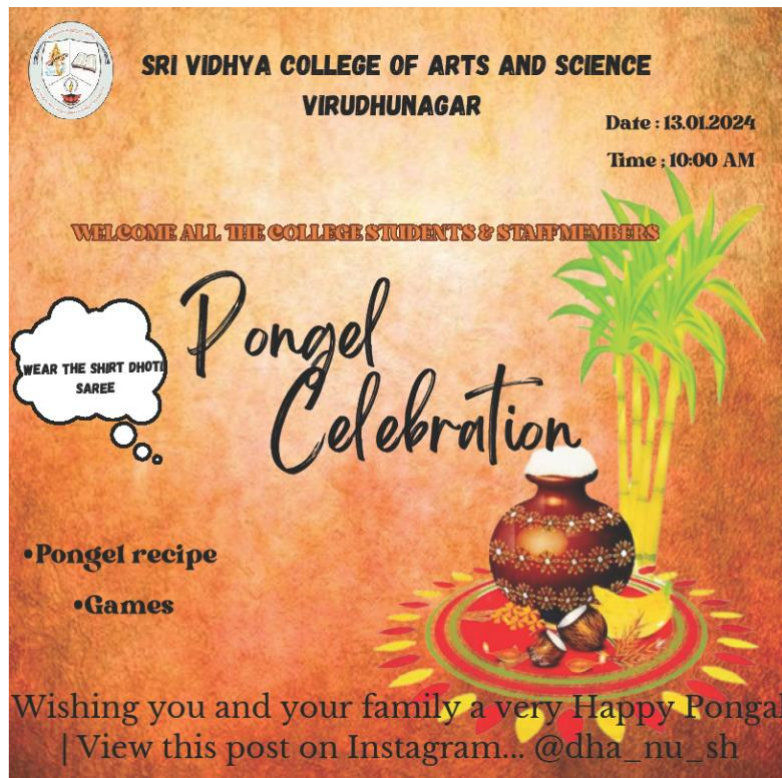
PNG FILE :

PNG FILE LINK:



[https://www.canva.com/design/DAFxaqdo264/MoqdJ2HzAxlNPcpU5g-Gog/view?utm\\_content=DAFxaqdo264&utm\\_campaign=share\\_your\\_design&utm\\_medium=link&utm\\_source=shareyourdesignpanel](https://www.canva.com/design/DAFxaqdo264/MoqdJ2HzAxlNPcpU5g-Gog/view?utm_content=DAFxaqdo264&utm_campaign=share_your_design&utm_medium=link&utm_source=shareyourdesignpanel)

PDF FILE:



PDF FILE LINK:

[https://www.canva.com/design/DAFxaqdo264/MoqdJ2HzAxINPcpU5g-Gog/view?utm\\_content=DAFxaqdo264&utm\\_campaign=share\\_your\\_design&utm\\_medium=link&utm\\_source=shareyourdesignpanel#](https://www.canva.com/design/DAFxaqdo264/MoqdJ2HzAxINPcpU5g-Gog/view?utm_content=DAFxaqdo264&utm_campaign=share_your_design&utm_medium=link&utm_source=shareyourdesignpanel#)

DEMO VIDEO LINK :



<https://drive.google.com/file/d/1RAKZW2C4oFKT2aLS3CI1bzVYE8natEeW/view?usp=drivesdk>

#### 4. ADVANTAGES & DISADVANTAGES

##### ADVANTAGES :

- It allows you to share the joy of the festival with your friends and followers.
- It promotes cultural awareness appreciation. Especially if you include information about the significance of pongal.

##### DISADVANTAGES:

- Sharing personal celebration may compromise your privacy as you're providing information about your location and activities.
- Excessive posting about pongal or any celebration can be perceived as oversharing leading to annoyance among your followers.

#### 4. APPLICATIONS

We share personal experiences, thoughts and life events with friends and family, we promote products, services or events to a targeted audience to increase brand awareness.

❖ FACEBOOK

❖ INSTAGRAM

❖ TWITTER

## ❖ LINKEDIN

### 5. CONCLUSION

Social media post has plenty of good uses as it allows stories or events that began locally to gain a global or worldwide attention. This allows to become to an amazing platform to make the world connect and spread information faster than ever in the history of mankind.

### 6. FUTURE SCOPE

1.Video content, including short – form(e.g., instagram Reels) and long – form videos, will remain prominent. Livestreaming and interactive video experiences and likely to grow.

2. AI- driven personalization will help tailor content to individual preferences, creating more engaging and relevant posts.

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