**Plan of Action: Online Team**

**1.How to keep the page updated and active until the official start of the semester.**

1st June-23rd July (Around 53 days)

As of yet, we have one post by the blog team.

**Posts**

* One blog post.
* One/two other posts.

I**deas**

* Have themes for a particular month; if a month is too long, then a week. The posts will be based on that theme. The theme could be based on a genre or even different literary and debating aspects. It could also be based on current pressing issues.

Example:

Theme: Poems

Posts: Fun fact about poems

Bio of a famous poet

Post a famous poem

How to write a poem(Tips and tricks)

Theme: Humorous Speech

Posts: Fun Fact

Famous humorous speaker (Post a video of theirs)

How to

Benefits: Give the viewers complete information about the theme and also

a chance to improve their skills.

* Reminiscence on some of the older forms of writing. Example: Postcards, Letters.
* New Words and their meaning
* Common Mistakes.
* Food for thought
* Choose an issue; for example women’s right. Have online polls on it.
* When there is a big news(Recent school shooting). Put out a post asking people’s opinion on it and to have a discussion on it. Maybe as simple as sharing a newspaper article.
* Fun online activities. Example link: <https://www.buzzfeed.com/madeyefoodie/can-you-guess-the-literary-work-from-these-emotico-3frvd?utm_term=.svLzP6Lbeg#.al7O2MKrnG>
* Post a very famous line from a book and ask the audience to guess. The next post could be a small bio on the book.
* Find out birthdays of some of the most important and famous people in the literary and debating field. On their birthday, put out a post dedicated to them and also a small bio on them.
* Book reviews.

**2. One online event for summers.**

* Music to words

Put out a very short music recording and ask for a title or maybe a few lines on it.

* Twitter Battle

Show off your photoshop and creative skills. We will put out a picture showing that Dumbledore posted something on twitter and we could ask people to reply back using other characters account.

* Complete the story in two lines/word.
* Guess the Book

Put out a post with a very famous line from a book and ask people to guess the book.

* Catchy Tagline for a product.
* Caption Battle (Part-2)

Because everybody really liked it the first time.

**3. Plan of action for the next session.**

(Drawbacks of the current system that we are following and ways to improve on it. New initiatives/ideas that the online team can take up for the next session.).

**Drawbacks of the current system**

* Honestly, I really liked the previous system. Rather than completely having no posts from us (except when we have competitions), I feel like we could put out one or two posts.

**Ideas**

* Just like the blog team, we could also plan out the next semester posts during the summer.
* Some of the ideas that I mentioned in the summer ideas could be also used for next semester.

**Random Thoughts**

* A post to ask people to send their articles for the blog. (Something I saw missing)
* A majority of the likes that we get on a post is because we share it on the student council groups or the year groups. I feel like we should actively promote the page, asking people to like it; so that people are well informed and there is no need to share the post and we could share only as a reminder. (Just something I noticed)

**Timeline (23/7/2018-26/11/2018 (Beginning of End sems))(Around 18 weeks)**

**Weekly Timeline.**

Sunday – HONITW post

Monday - no post/Book Club post

Tuesday – one post by us

Wednesday – no post/Book Club post

Thursday – Blog post

Friday- no post

Saturday- one post by us

Miscellaneous:

* Two competitions preferably one lit based and the other debating based.
* Petite Plots
* Posts before exams
* Event posts

**Ujjwala’s Questions**

1. Making the page more informal/witty.

I actually like the idea of making the page slightly informal(not a lot). This might attract lot more people. We could regularly put out memes and have a slight witty tone in the posts.

2. Taking control of the Instagram page. (working hours, uploading stories etc.)

A few of us from the team could be assigned to keep the Instagram updated and the rest of us to handle the Facebook page. The Instagram page could be used to show off the more informal side of LDC.

3. Post pictures from various events that happen.

Yes, We could post the pictures from various events on Instagram.

4. Post pictures of people related to us congratulate our members as well as alumni on their achievements. (use Instagram for that? or FB?)

Yes, on Instagram.

5. In case another club did well, congratulate them.

Yes, on Instagram.

6. Do we continue the petite plots on FB or just the Instagram?

I don’t have an Instagram account and I love reading the petite plots. So it would be nice if it could be still posted on Facebook.

7. Having interviews, recording the videos and posting them on the fb page. (A new initiative)

I love this idea. We could go around asking people some questions and their opinions on it. This would increase the views and would be absolutely fun and hilarious to watch.