

Name: Sarthak Dixit

Mentor's Name:

College: IIIT Delhi

Date: 24 January 2024

Task Number: 3

Task 3 :Marketing & HR Week

Introduction:

In the third week, Task A focused on creating a social media strategy for Ummed to gain 30 followers on platforms like Facebook, Instagram, and Twitter. Task B involved recruiting interns from schools and colleges by circulating a poster on social media, LinkedIn, and various whatsapp groups, requesting applicants to submit their CVs via email or WhatsApp. The objective was to connect with followers and attract interns aligned with Ummed's mission.

Strategy:

To gain those 30 followers, I used 2 strategies, I personally messaged people on instagram's messenger I met many of my friends physically and asked them to please follow Umeed, explaining them what Umeed does and how does it make a difference in this world.

I shared Ummed's poster in Twitter ,WhatsApp and Instagram asking all the they are interested in the internship kindly send their CV to UMMED se on whatsapp at 9711163637 & on mail at umeedinternship19@gmail.com

Twitter:



The image is a screenshot of a Twitter post. At the top, the user's profile is visible: a pink circle with a white 'S' for the profile picture, the name 'Sarthak Dixit', and the handle '@Sarthak33738451'. The tweet content is a promotional graphic for Umeed. The graphic has a dark grey header with the Umeed logo on the left, the website 'www.umeedngo.org/internship/' in the center, and social media icons on the right. Below the header is an illustration of seven diverse professionals in business attire. The main body of the graphic is white and contains the following text: 'INTERNSHIP' in large, bold, black serif font; 'Duration : 4-6 Weeks'; 'Reporting: Hybrid mode'; 'Limited Seats Available'; and 'Send your CV' followed by a green WhatsApp icon and the number '8700402170'. At the bottom of the graphic, there is another Umeed logo, the text 'Umeed A Drop Of Hope', and 'Registered under the society Act XXI 1860'. A small paragraph of text at the very bottom describes Umeed as a registered national NGO with a head office in New Delhi, established in 2011, and lists its various social impact activities. The tweet is timestamped '12:37 PM · Jan 24, 2024' at the bottom left.

Sarthak Dixit
@Sarthak33738451

 www.umeedngo.org/internship/    



INTERNSHIP

Duration : 4-6 Weeks
Reporting: Hybrid mode
Limited Seats Available
Send your CV  8700402170

 **Umeed A Drop Of Hope**
Registered under the society Act XXI 1860

Umeed is a registered national NGO with head office in New Delhi, established in 2011, we have worked extensively for more than a decade to reach out and educate more than 3 lakh underprivileged children's, planted 80 thousand trees, created 20,000 artificial nests, rescued more than 200 animals and much more. Umeed works with team of 30,000+ dedicated volunteers in 18 states of India. We do this through well-planned and comprehensive programs in Education, Health, Environment, Climate Change, Child & Women Rights and helping aid distribution making us the best voluntary organization in India.

12:37 PM · Jan 24, 2024

Instagram:

12:10



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www.umeedngo.org/internship/



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whatsapp:



My status

Just now



www.umeedngo.org/internship/



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Observations/Result:

I was able to convince a lot of people to follow Ummed on instagram, here is the list

1. nishchal_iitd
2. pritishposwal
3. _aryan_vohra_
4. anju.dixit.9
5. yoyooogo
6. anju.dixit.9
7. _singh._shivangi
8. sarthakugly
9. arjun._mehra
10. varunmuttepawar
11. adityajain_58
12. ullxs_25
13. akshita.28
14. yrj.ojha
15. __harshit__30
16. srizz.87
17. anupam_225
18. anon.mouse.1003
19. bad_jade_01
20. ghosh_aditya02
21. karanbaboota
22. chaitanyaarora30
23. vanisha_19
24. navnoorchadha009
25. basuhrishav
26. tanujdighaliya

27. vatsalchaudhary15

28. hey_its_naman_

29. atyantsony

30. jaityx27