



Ref. No.: ZP/2024-25/61

Date: 30/07/2024

## OFFICE ORDER

**Subject:** Constitution of Website and Media Cell for Academic Year 2024-25

In alignment with the goal of enhancing the institution's visibility and outreach through digital platforms, the Website & Media Cell is hereby constituted at Zeal Polytechnic, Pune, for the academic year 2024-25. The Media Cell will ensure effective communication, promotion, and branding of the college across various media channels.

### Constitution of the Website & Media Cell:

Sr. No.	Name of Staff Member	Designation	Contact No.	Email ID
1	Prof. Biradar Savita	Coordinator	7020158281	savita.biradar@zealeducation.com
2	Prof. Shinde Balaji	Member	8208739177	balaji.shinde@zealeducation.com
3	Prof. Deshpande Shreyas	Member	7887678271	Shreyas.deshpande@education.com
4	Prof. Patharwat Vaishanvi	Member	8830971663	vaishnavi.patharwat@zealeducation.com
5	Prof. Jagtap Abhijeet	Member	7774976226	abhijit.jagtap@zealeducation.com
6	Prof. Nikam Swapnil	Member	8010776524	swapnil.nikam@zealeducation.com
7	Prof. Mujawar Sajida	Member	9822988152	Sajida.mujawar@zealeducation.com

### Functions of the Website & Media Cell:

- Website Maintenance:** Ensure regular updates and maintenance of the official college website, including academic and co-curricular activities.
- Social Media Campaigns:** Promote college-related news, events, and achievements through strategic social media campaigns on platforms like Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- Content Creation:** Design and develop innovative posts, messages, and multimedia content for dissemination on social media.
- Analytics Tracking:** Monitor audience engagement metrics such as views, comments, likes, and shares on various platforms, and provide regular reports to the concerned authorities.
- Information Coordination:** Collaborate with different departments, stakeholders, and students to collect relevant information for creating content for social media and the website.

### Roles and Responsibilities of the Website & Media Cell Coordinator:

- Supervise and ensure the timely execution of all activities of the Media Cell.
- Serve as the primary point of contact for all media-related queries and correspondence.
- Coordinate with the institution's stakeholders to gather accurate and updated information for dissemination.
- Oversee the design and publication of posts, ensuring alignment with institutional branding and guidelines.
- Analyze engagement data from social media platforms and submit periodic performance reports to the Principal.
- Organize training sessions for cell members to enhance digital marketing and communication skills.
- Ensure that all content adheres to ethical standards and reflects positively on the institution.

All members of the Media Cell are requested to extend their full cooperation to achieve the objectives of the cell. The Media Cell will commence its activities with immediate effect.



  
Principal  
Zeal Polytechnic, Pune

### Copy To:

- All Department Heads
- Members of the Media Cell
- Office File