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SOCIAL MEDIA, PERSONAL BRANDING, AND CAREER GROWTH

The **School of Arts & Design** hosted a Peer Learning session on "**Enhancing Career Growth Through Social Media & Personal Branding**", led by **Arul Selvan (B.Des V.Comm 2026)**. This insightful session was attended by **B.Des 2023-27 students from all domains**, reinforcing the importance of **collaborative learning** in higher education.

Date: Feb 18, 2025





Workshop Details:

Topic: Social Media, Personal Branding, and Career Growth

Resource Person: Arul Selvan

Co-Resource Person: Srismrithi Nampally

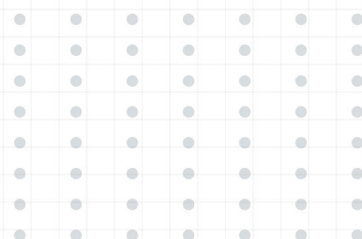
Venue: Room 401, Law Block

Date: Feb 18

Time: 3:00 PM – 4:00 PM

Audience: B.Des 2023-27 Batch (All Domains)

Faculty Mentor: Dr. Murali, Asst. Dean, Student Affairs, School of Arts and Design



Why Peer Learning Matters:

Encourages active, student-driven learning

Enhances critical thinking and diverse perspectives

Builds collaboration, leadership, and teamwork skills

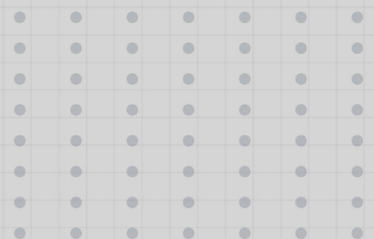
Boosts confidence through peer discussions

Prepares students for real-world challenges



Resource Person's Testimonials

Conducting this workshop on personal branding was an incredibly rewarding experience. In today's digital age, building an authentic online presence is crucial, and I was honored to share insights with the 2023-27 cohort on how to strategically position themselves in their creative fields.

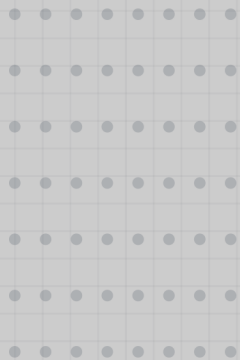




Refining my own knowledge through sharing and taking forward the **peer-learning culture** we have in our class to other cohorts was an incredible opportunity to foster a community of growth and collaboration. From exploring strategies to analyzing creator profiles and developing personal branding plans, the enthusiasm and curiosity of the students made it an engaging session.

Excited for more opportunities to conduct such sessions and continue this learning journey! Grateful for the experience.





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and the School of Arts and Design**



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