

SUHASINI KIRLOSKAR

CONTENT SAMPLE

SOCIAL MEDIA CONTENT AND MARKETING

SECTOR: EDUCATION

CLIENT LOCATION: INDIA

The client conducts the Smart India Hackathon for engineering students in India. The 2019 Smart India Hackathon was held at 65 locations across India and over 5 million college students participated. The client was looking for a social media partner to further amplify their communications to student audiences, grow the community, and increase participation. Along with my two colleagues, I took complete ownership of the social media presence of the Smart India Hackathon on Facebook, LinkedIn, Twitter, and Instagram. We focused on continually growing audience engagement with interesting posts and creative messaging. We create posts with images, videos, contests and live sessions. As we achieved the target participation for various programs, they entrusted us with more brands. We are now managing social media for all the initiatives of the client's brands, targeted to very diverse audiences such as engineering students, school students, and corporates.

We're overwhelmed with the response of India's schoolchildren to our #KidsAgainstCorona poster competition. Amidst the challenge of lockdowns, came a flood of creativity and positivity.

We received entries from 24 states in India. 1503 posters sent by children from rural and urban India, between the ages of 6 and 15 years.

We're currently in the process of judging the entries and we're completely bowled over by the creativity and talent displayed by our #LittleArtists!

The winners will be announced within the next 10-12 days - but for us, all 1503 are winners in India's fight against #Coronavirus #LittleInventors

We're Overwhelmed!

#KidsAgainstCorona Contest

1503 entries from rural and urban India. Kids in 3 groups, between 6 and 15 years of age.

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PERSISTENT FOUNDATION