



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)
Chittoor
MCA Department**

**A Webinar
On
Social Media Analytics**

A Webinar on **Social Media Analytics** was organized by the MCA Department, on 20th June 2020. Dr. A. V. Krishna Prasad, Professor, Dept. of CSE, MVSR Engineering College, Hyderabad acted as a speaker. The webinar started with welcome speech by Dr. S. Sreekanth, HOD, MCA department and then, Resource person introduced by Mr. M. E. Palanivel, Convener, and then session started.

Social media analytics (SMA) refers to the approach of collecting data from social media sites and blogs and evaluating that data to make business decisions. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer. He has discussed what tools contribute to the journey? And what are their distinctions.

Speaker Details : Dr. A. V. Krishna Prasad, Professor, Dept. of CSE, MVSR Engineering College, Hyderabad

Convenor : Mr. M. E. Palanivel, Professor, MCA Department, SITAMS.

Date : 20-06-2020

Venue : Online.

Registration form:
<https://forms.gle/CPHasRSt4MnFTE8N6>

Meeting link will be sent to the registered participants through mail.

Attend through

 

Resource Person:



Dr A.V.Krishna Prasad
Professor, Dept of CSE
MVSR Engineering college
Secretary, CSI Hyderabad chapter

Who can participate?
Faculty and Students

CHIEF PATRON
Smt. D. A.Sathya Prabha,
Chairperson, SITAMS

PATRON
Dr. K. Ranganatham,
Trustee, Srinivasa Trust

PROGRAM CHAIR
Dr. P. Ramesh Kumar,
Principal, SITAMS

CO-CHAIR
Dr. S. Sreekanth
Professor & HOD, MCA

Coordinator
Mr. M E Palanivel, Professor
Dr M Kalpana Devi, Assoct. Professor
Mr. J Sheik Mohammed, Asst. Professor,
Mrs. R Padmaja, Asst. Professor
Mr. Manohar, Asst. Professor
Mr. K B S Raju, Asst. Professor

**Sreenivasa Institute of Technology and Management Studies Autonomous ,
NBA and NAAC Accredited ,
Chittoor, Andhra Pradesh**



**WEBINAR on
"Social Media Analytics"
Organized by
MCA DEPARTMENT**

Time: 10:30 AM - 12:00 noon
Date: 24- 06 -2020



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The screenshot shows a Zoom meeting in progress. The main window displays a grid of 20 participants in a 4x5 layout. The top-left tile shows Dr. S. Sreekanth, the host, with a video feed. Other participants include Anil Kumar, Rajendra prasad..., K Divya sree, M JYOSHNA, Masul divya teja, S Divya, Bhavya P V, M.chitra, Nikhila Kiran, RCP Raghavendra, S.U.Anusha Anus..., G Ganesh, Sai Sree, Harshitha P, M. Preethi, P Aruna, Lavanya K, N pavithra, K.Rajesh, N Chandana, SATI BHANUPRA..., and Pavan Kumar. A central overlay reads "Press ALT to show and hide meeting controls Akhil". The top bar shows "Zoom" and "Remaining Meeting Time: 01:29 | Upgrade to Pro". On the right, a "Participants (35)" list shows the names and initials of all attendees, with icons for mute, video, and chat. At the bottom of the list are buttons for "Invite", "Mute All", and "Unmute All".

**HOD
(Dr. S. Sreekanth)**