



Pimpri Chinchwad Education Trust's  
**S. B. PATIL INSTITUTE OF MANAGEMENT**

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## EVENT REPORT

Name of the Event / Activity: - Session on How to Make Money on Social Media

Tips for Brands and Creators

Committee / Cell: - Industry Institute Interaction Committee

Date : - 13/04/2023

Time : - 11:00 AM to 12:00 PM

Venue: - SBPIM Seminar Hall-1

Name of Guest Speaker (if any): - Mr. Nilesh Chavanke

Name of the Faculty Coordinator: - Dr. Kajal Maheshwari

Name of the Student Coordinator: - Mr. Mayur Marathe

Number of Students Participated: - 111

Brief Information of the Event:-

### **Introduction:**

On April 13, 2023, our institution had the privilege of hosting a guest session on the topic "How to Make Money on Social Media - Tips for Brands and Creators," featuring Mr. Nilesh Chavanke, a seasoned Senior DevOps Engineer from Pvt. Limited. The session was held in S.B. Patil Seminar Hall-1 and was attended by a MBA-I year and II year including students, faculty, who are keen on exploring the dynamics of social media monetization.

### **Key Takeaways:**

Mr. Chavanke's presentation was insightful and offered a comprehensive understanding of how brands and content creators can harness the power of social media to generate revenue. Some of the key takeaways from the session include:

**Identifying Niche:** Mr. Chavanke emphasized the importance of identifying a specific niche to target on social media platforms. Whether you're a brand or a content creator, honing in on a particular audience segment can help build a dedicated following.

**Quality Content:** High-quality content is the cornerstone of success on social media. Mr. Chavanke stressed the need to produce content that is both engaging and valuable to your target audience.

**Monetization Strategies:** The speaker discussed various monetization strategies, including sponsored posts, affiliate marketing, and selling digital products. He provided practical insights into how each strategy can be effectively implemented.

**Community Engagement:** Building a strong and engaged community is crucial. Mr. Chavanke advised brands and creators to actively interact with their audience, respond to comments, and create a sense of belonging among their followers.

**Data Analytics:** Understanding social media analytics is essential for optimizing your monetization efforts. Mr. Chavanke highlighted the importance of tracking key performance indicators and making data-driven decisions.

**Legal and Ethical Considerations:** The speaker also touched upon the legal and ethical aspects of social media monetization, such as disclosing sponsored content and adhering to platform guidelines.

#### **Q&A Session:**

Following the presentation, there was an engaging Q&A session where the audience had the opportunity to ask Mr. Chavanke questions. This interactive segment provided further clarity and allowed for the exchange of ideas and experiences.

#### **Conclusion:**

Mr. Nilesh Chavanke's guest session on "How to Make Money on Social Media - Tips for Brands and Creators" was an enlightening and enriching experience for all attendees. The insights shared by Mr. Chavanke are invaluable for individuals and businesses seeking to leverage social media effectively.

We extend our gratitude to Mr. Chavanke for sharing his expertise with us and making this session a resounding success. We look forward to more such enlightening interactions in the future.

#### **Geo-tag Photos with Captions: -**



#### **Felicitation of Guest**



### Students in Session

Dr. Kajal Maheshwari  
Faculty Co-ordinator



Dr. Kirti Dharwadkar  
Director