

## Virtual meeting on the guidelines of social media management organized at ICAR-ATARI Kolkata

आईसीएआर-अटारी कोलकाता में सोशल मीडिया प्रबंधन के दिशानिर्देशों पर वर्चुअल बैठक आयोजित की गई

4<sup>th</sup> September, 2023: ICAR-ATARI Kolkata organized one virtual meeting today at 2.30 PM to discuss the guidelines of social media (Tweeter and Facebook Handle) management under the chairmanship of Dr. P. Dey, Director, ICAR-ATARI Kolkata. All the scientists and concerned project staff of this institute and SSH and Nodal Officers from 59 KVKs under this Zone participated in the meeting. Dr. P. Dey gave a brief presentation on the designing of Tweeter/Facebook profile, security norms, authorization and delegation of power to the Nodal Officer for the KVKs, handling of the Tweeter/Facebook account, content selection, SOP, tagging, hashtags etc. He also shared the details of the SOP which was framed in the earlier meeting organized at ICAR-ATARI Kolkata. Finally, one Q&A session was conducted where scientist and concerned staff cleared the quarries of KVK persons on the various issues of social media management. Finally, KVKs were requested to send their complete profile of Tweeter and Facebook Handle to this institute so that social media could properly be managed to make it popular both within and outside ICAR.



(Source: ICAR-Agricultural Technology Application Research Institute Kolkata)