



Sadhana Education Society's

L. S. Raheja College of Arts & Commerce (Autonomous)

Digital Committee

Introducing

LSRC's Digital Committee

The L. S. Raheja College aims to use the digital and social media platforms to grow the exposure of our college and showcase the happenings and offerings.

Considering that the college consists of many departments, sub-sections, and various major or minor events; it is mandatory to have standardization in terms of branding, content upload process and communications.

The aims and objectives of the Digital Committee are as follows:

- Expand LSRC's presence through digital channels.
- Ensure consistency in branding across all social media platforms.
- Implement a streamlined process for content submission and upload.
- Monitor and regulate content posted on sub-pages related to various events and festivals.
- Build an active student community online, comprising prospective students, current students, and alumni.

The Department is mentored by Tr. Neha Nikam, chaired by Mr. Prashant Shelar and members are Dr. Sajitha Kumar & Tr. Piyali Dey. The social media is managed by our Digital Partner - **ThreeD Creatives** who handles content processing, publishing, and growth of LSRC's channel; under the guidance and guidelines of the Digital Committee.

To communicate with the Digital Committee, please contact Mr. Prashant Shelar through email at prashant.shelar@lsraheja.org, or write to digital.committee@lsraheja.org for any ideas, suggestions, or submitting content.





How to Submit Content for Upload on LSRC's Social Media?

Send Images, Videos and Context to **digital.committee@lsraheja.org**

To submit content to be uploaded on SM, please send the images or videos, event name, and general textual context about the event to our mail.



In your email, remember;

- Kindly send **10-15 best images or videos** of the respective event.
- There must be a simple explanation of the event, which contains the **event name, date, time, venue, department, notable names, speakers, guests, and a few points explaining the event.**
- Kindly mention any accounts that need to be collaborated or tagged with.
- It is also mandatory to **provide contact details** for the students to connect with the respective department that hosted the event.
- If a Drive link is sent, please ensure the link is 'open for anyone'
- The media **must not contain graphics, geotag marks, logos, or existing text.**
- The media must be of **high quality, and original** as possible.
- Only the department or event in charge must send the contents from the official email addresses.

What happens next?

- The Digital Committee will pick the best media content, enhance the caption, and upload it as per the best practice and format for the Social media algorithm.
- For example, 5 good images would be picked, and uploaded as a carousel or a reel with a caption at the recommended time.
- Please allow 1-2 working days to create the post and upload it.





How to Submit Content for Upload on LSRC's Social Media?

CHECKLIST FOR SUBMITTING CONTENT

- Send 10-15 best images or videos of the respective event.
- Include a simple explanation of the event:
 - Event name
 - Date and time
 - Venue
 - Department hosting the event
 - Notable names, speakers, guests
 - A few points explaining the event
- Mention any accounts that need to be collaborated or tagged.
- Provide contact details for students to connect with the respective department that hosted the event.
- If sharing a Drive link, ensure it is 'open for anyone'.
- No media should contain graphics, geotag marks, logos, or existing text.
- Media must be of high quality and as original as possible.
- Only the department or event in charge should send the contents from the official email addresses.



The Swatch Beach Abhiyan was conducted by the students of D.L.L.E. Department on 29th September, 2024 at Juhu Beach in partnership with the @B.M.C.

24 students participated and collected 50kg waste. Mr. Sample Name, a renowned environmentalist also joined us in this mission.



From: dlle.coordinator@lsraheja.org
To: digital.committee@lsraheja.org



Guidelines for Sub-Pages

What is a **Sub-Page**?

Sub-Pages refer to all Committee/Program/Department or Event's Instagram Handles, Facebook Pages, or LinkedIn Pages.

List of Authorized Sub-Pages:

@parallax.lsrc, @retake, @bfm.finzard, @banking_yard, @unmesh2k25, @trendzassociation, @safar.lsrc, @lsrc_udaan, @technika_lsrc, @raheja.gymkhana, @almanac.bms.lsrc, @lsrc_mediastar and @ecell.lsrc (Instagram & FB)

General Guidelines:

- **Number of Accounts:**
 - Only **1 Department/Committee Account** is permitted for all programmes and committees. (Eg. @banking_yard, @trends_association)
 - An additional **1 Inter-Collegiate Festival Page** is allowed per department. (Eg. @retake, @parallax.lsrc)
 - Existing Intra-Collegiate pages can be used as Department/Committee Accounts. (Eg. @bfm.finzard, @banking_yard)
- Please ensure the **Bio consists of the Committee/Department** name written as:
 - *Intercollegiate Fest by B.A. Department of @ls.raheja*
 - *Banking Festival by B.B.I. Department of @ls.raheja*
- Sub-Pages can **tag** LSRC main account freely, but send **collaboration requests*** on event-related, after-movie, or pre-launch only.
 - *Only specific collaborations that showcase events in general will be accepted as collaborators.
- Sub-pages can tag LSRC's Main account on stories. Stories that showcase the general event such as launch, or celebrity, or if anything creative would be reshared.
- Sub-Pages hosting events or workshops or giving out an invite can tag LSRC on them. Please ensure the invites or workshop notices are published 2 days before the event.
- Sub-Pages must use the branding guideline as per the SOP on the use of LSRC's Branding.



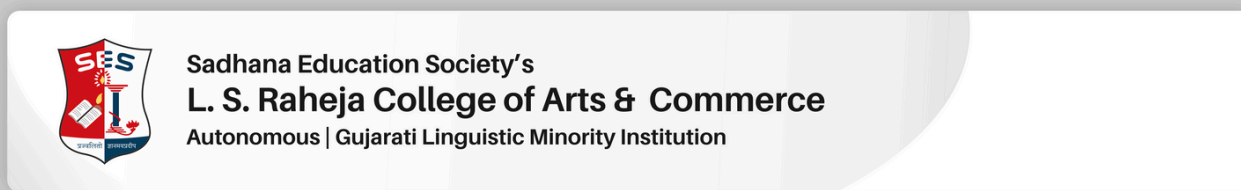


How to showcase LSRC's & Sub-Page's Branding correctly

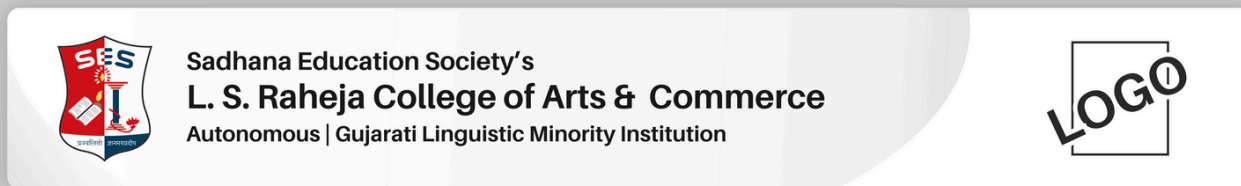
Branding Guidelines for Sub-Pages

- Committees/Departments/Events must use the given template for their headers.
- Kindly add your Committee Name or Logo for customization in the given space.

Every Sub-Page Department will receive the below Template



They can add their Logo or Department Name as shown below



- Please refer to the below Dos and Don'ts and other guidelines for the use:

Do's & DONT's

Do not cross the faint grey graphic



Keep text Center or Left Aligned



Ensure Long texts are placed neatly



Do not use fancy fonts of colors



Where can this be used?

- At the top of social media posts.
- PowerPoint Presentations for Lectures & Events.
- Standee & Banners.
- Website Images
- Media Kits for Brands, Partners or Sponsors.

Highlights:

Ready to Use Graphic
Available in 3 Sizes
Available in High Quality Image format (.png)

To request the element, email at digital.committee@lsraheja.org