

NEW HORIZON COLLEGE OF ENGINEERING

ALUMNI ASSOCIATION

Report on Alumni Talk Series

Alumni Association organized an Alumni webinar series on 25th April 2022 at 3.30 PM. The topic was on **Social Media Marketing** by Mr. Sijo Mathew Varghese, Co- Founder, Overnight Creatives Pvt. Ltd. The following topics were covered under his talk.

- Instagram Story Guide
- How to make Instagram stories?
- What does an Instagram story look like?
- How to check your Instagram story views
- Instagram Story Dimensions
- Instagram story size safe zone
- Ensure your content is High-Quality before you upload
- Upload the right size, shape and aspect ration
- Upload vertical content
- Stay under 30 MB in file size
- Keep Video length in mind
- How to use Instagram stories stickers?
- Types of Instagram Stickers?
 - ✓ Quiz Sticker
 - ✓ Question Sticker
 - ✓ Poll Sticker
 - ✓ Link Sticker
 - ✓ Add Yours Sticker
- Fonts
- Colors

- A Winning Instagram Story Strategy?

At the end Dean-Library and Alumni Relations appreciated his talk and thanked him for delivering wonderful presentation on the said topic.

Date: 25.04.2022

Time: 3:30 PM

Topic: SOCIAL MEDIA MARKETING

<http://meet.google.com/oqt-thve-duy>

A promotional graphic for a webinar series. The background is a light grey with a repeating pattern of social media icons. A large smartphone is shown in the center, displaying a social media post. The text is arranged as follows: At the top, the logo of New Horizon College of Engineering (a torch and laurel wreath) is followed by 'NEW HORIZON COLLEGE OF ENGINEERING' in blue. Below that, 'ALUMNI ASSOCIATION' is written in red. The word 'Presents' is in a cursive font. The main title 'ALUMNI WEBINAR SERIES' is in blue, and 'Social Media Marketing' is in large red letters. On the left, a calendar icon is next to '25.04.2022' and a clock icon is next to '3.30 PM'. On the right, a circular photo shows a man with sunglasses and a beard, wearing a black t-shirt, holding a glass, standing by the ocean. At the bottom left, a red banner contains the name 'Mr. Sijo Mathew Varghese' in white, with 'Founder' and 'Overnight Creatives Pvt. Ltd' below it.

NEW HORIZON
COLLEGE OF ENGINEERING

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Presents

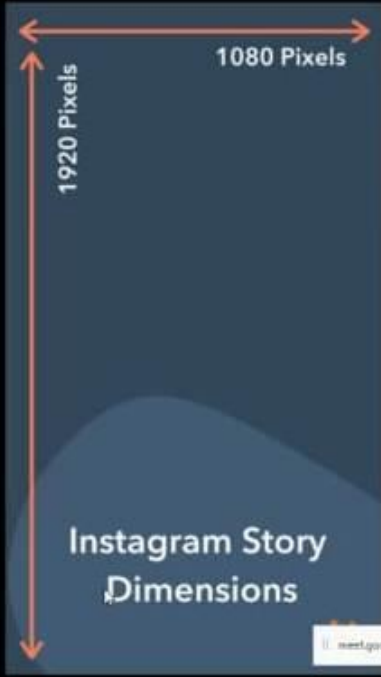
ALUMNI WEBINAR SERIES

Social Media Marketing

 25.04.2022

 3.30 PM

Mr. Sijo Mathew Varghese
Founder
Overnight Creatives Pvt. Ltd



1080 Pixels


1920 Pixels

Instagram Story Dimensions

The dimensions for Instagram Stories are 1080 pixels wide by 1920 pixels tall (1080 x 1920, or 1080p resolution). Your Instagram Story size should have an aspect ratio of 9:16. The minimum width is 500 pixels, the maximum video length is 15 seconds, and the accepted video file types are MP4, MOV, or GIF.

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To add a sticker to your Instagram Story: Start creating your Story following the steps above. Once the photo or video is ready to go, tap the **sticker icon** at the top of your screen—it's the square that's smiling and has a folded corner. Select the type of sticker you'd like to use. Each type has its own properties, so experiment to see how each one behaves when you tap on it. You can pinch and drag to relocate and resize the sticker.

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