



B.V. Patel Institute of Management, Uka Tarsadia University



Date: 13/03/2021

Social Media Security and Digitalization Growth

Women Club of B. V. Patel Institute of Management has organized a session on “Social media security and Digitalization growth” under the community group of ‘She-The Power’ for First Year BBA students. The speakers for the session were Ms. Shruti Sheth, Ms. Divya Mistry and Ms. Isha Modi from iVIPANNA – A Digital Management company.

As a part of Women’s Day celebration, in the era of digital marketing, it is necessary to make students aware of its working and security because of cyber bullying and various trolls. With the objective of providing information related to social media and its security and how to use social media effectively. The session was divided into two parts: (i) Security and safety in social media and (ii) importance of using social media. The topic covered was Facebook privacy setting and misbehavior about social media. It was a fruitful session for first year students of B.B.A. to be techno-savvy in the competitive environment and to provide a meaning to its usage and content.

