KPR Institute of Engineering and Technology
Learn Beyond
(Autonomous, NAAC "A")

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ENG001

NBA Accredited
(CSE, ECE, EEE, MECH, CIVIL)

BLOGGING BASICS: WRITE, POST AND ENGAGE

Event No	ENG001
Organizing Department	English
Date	03/06/2024
Time	10:00 AM to 12:00 PM
Event Type	Expert Talk
Event Level	Dept. Level
Venue	S&H Block, GF 2

Related SDG

4 QUALITY EDUCATION

Involved Staffs

SI	Name	Role
1	Suvitha Subramaniam	Convenor

Outcome

The expert talk aims to empower the students with inputs about the basics of blogging which in turn would enable them to create blogposts on their own and gain visibility and a dedicated reader-base.

Event Summary

The English Department of KPRIET conducted an expert talk titled 'Blogging Basics: Write, Post, and Engage,' on June 3rd between10 AM and 12:45 pm. The aim of the event was to provide students with fundamental insights into the world of blogging, covering essential topics such as crafting compelling content, effective posting strategies, and engaging with an online audience.Mr. Jude Felix, a blogger and digital content expert, acted as the resource person. With years of experience in the blogging industry and a knack for creating impactful content, Mr. Felix shared invaluable tips and strategies that can help aspiring bloggers kickstart their journey. His expertise spans various aspects of blogging, including SEO optimization, audience engagement, and maintaining a consistent posting schedule. During the session, Mr. Felix delved into the art of writing engaging blog posts, the importance of selecting relevant topics, and techniques for keeping readers hooked. He also covered the technical side of blogging, such as using keywords effectively, optimizing blog posts for search engines, and leveraging social media for broader reach.This event served as an enriching experience for students interested in exploring the blogging landscape. Attendees gained practical knowledge and actionable insights that would enhance their writing skills and online presence.

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