



MCCIA Youth Fellowship

2024-25

Assignment to be submitted

Social Media/Content Writing

Please Note:

1. Submitting this assignment is an essential part of application.
2. Ques 1 is a compulsory question.
3. You can choose any one (Ques 2 or 3) of the following questions and write an essay not exceeding 500 words.
4. The essay will be evaluated based on a) quality of writing, b) the data/evidence presented, c) cogency of arguments d) innovative thinking and e) quality of the suggestions made.
5. Please be original and creative. (The system has a way to identify plagiarism including generative AI inputs).

Questions

***Ques 1.** Briefly Explain what are your core strengths in social media. (For Eg- Content Writing, Designing Creatives, Marketing) (50-100 words).

Ques 2. Create a content calendar for the upcoming month to promote MCCIA's annual industry conference. The conference focuses on digital transformation in manufacturing and aims to attract attendees from diverse backgrounds, including industry professionals, academics, and government representatives. MCCIA wants to leverage social media platforms to increase awareness of the conference, drive registration, and engage with potential attendees before, during, and after the event.

Ques 3. How Would you develop a new content strategy to improve engagement on MCCIA's LinkedIn Page.

***Compulsory Question**