



Another edit meet, another welcome sign, we're already running out of time!

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A career in social media

There Cannot Be Enough Posts For This Particular Job. True or False?

Roshini Srivastava
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Social media rose like a tsunami wave and has now swept us all off our feet. Since this form of media is internet based, it is constantly twisting and turning with the change in the tides of trends and moods, making it unendurable for a layman to deal with its idiosyncrasies. This hitch has given way to a profession that is rising up the ladder rapidly – a social media manager. Here's enlisting the charter of duties of a job that bears no fancy title, operates in the shadows and yet remains an imperative cog that keeps the whole machine running.

The training program

"You'll need to talk like Instagram Norton," said my trainer. A social media manager needs to be fluent in the language of Instagram, Facebook, Twitter, Tumblr and everything else that you can possibly think of when it comes to the bright world of internet. They are required to interact with customers on a daily basis and are in charge of all the communication on social media, which calls for a Bachelor's degree in journalism, marketing or



Pic: Dakshesh Bharal, X E | Model: Priyanshu Batra, IX A, AIS PV

communication. There are many universities which provide the required degrees: University of Alabama, Harvard University and Michigan State University located in USA are some of the top schools for such programs. Closer home, there is University of Delhi and Amity University amongst many others.

Skill to kill

"Fancy a glass of brand-y?" I asked the rival. Brand development is crucial as it involves maintaining the online reputation of the company. This requires a good representation of the content chosen, communication with the writers and graphic designers and a good eye

for aesthetics. All of which a social media manager is expected to do. That's not all, a good command on language and the psychological understanding of viewers and customers are also required. A social media manager should be equipped enough to adjust with new trends that pop up on the internet every

week to ensure that the brand stays relevant online.

I-for-Opportunit(eye)

I filtered through the information in my mind, Juno and Valencia. Since every other person is active on social media nowadays, it is very important for companies to maintain a perfect online preference. Not only does it increase the reach of the brand, but it also gives them an opportunity for gaining a lot of insight and information regarding their customers. To ensure this, a social media manager is more than a vital part of the organisation, which is why the scopes in this field are limitless. The average salary of a social media manager is Rs 3,45,599 per annum in India, a rapid increase from earlier salaries. Looking at the exponential rate at which social media is growing, social media managers have truly become one of the well-skilled and sought after employees in the market.

There is only so much so that a 400 word article can tell you about your life ahead. So, this career is a good choice, with its own advantages and limitations, like any other career, but one worth a try. 🇮🇳

Amity Institute
for Competitive
Examinations

Presents

Brainleaks-259
FOR CLASS VI-VIII

1. Which is involved in body defence?

- (a) Neutrophils
- (b) Macrophages
- (c) Lymphocytes
- (d) All the above

Last Date:
NOV 1, 2018

3 correct entries with attractive prizes

Ans. Brainleaks 258: (d)

Winner for Brainleaks 258

1. Sushanth Dasari, IV-E, AIS Gur-4B
2. Ambika W., IX-B, AFYCP AIS Noida
3. Kartik Yadav, X, AIMC

Name:

Class:

School:

Send your answers to The Global Times,
E-26, Defence Colony, New Delhi - 24 or e-mail
your answers at brainleaks@theglobaltimes.in

A 'cool' choice

Cooler minds make better life choices

Aparajita Lahiri, AIS PV, XI F

Choosing a subject in Class XI is one of the major crossroads of life that one has to well...cross. Pity there are no zebra crossings here that says 'cross here'. Then there is the question of "Which stream should I choose?" looming large. It was not only the school that was interested in my subject choices, but it seemed like the entire world was drawn to my predicament. I spent day and night contemplating my subjects and making numerous lists of pros and cons, searching different career paths on the internet, at the same time trying to turn a deaf ear to my parent's word to the wise. We all grew up with the thought of 'Science' being the only acceptable stream and maybe somewhere in my subconscious mind that stuck with me. Then again, whenever I thought about what I wanted to do and what my goals and aspirations were, I was stuck in the tussle of choosing my subjects. I wanted those subjects which were socially acceptable. Well, it turns out that my neighbours, the well-meaning aunty in the park and even our cook could predict my future exactly how it would be and know just how my life would pan out. They were quite clear

that they knew what was right for me and apparently, I was not quite capable of owning up to my choices and decisions in life!

I then realised that it was finally time that I stood up for myself and proved to people that

I was on top of things and that this was my decision to make. And there was only a single way to do it. A method, that has been passed down through generations, a method that works wonders and makes you realize the name of the game...

Ice cream.

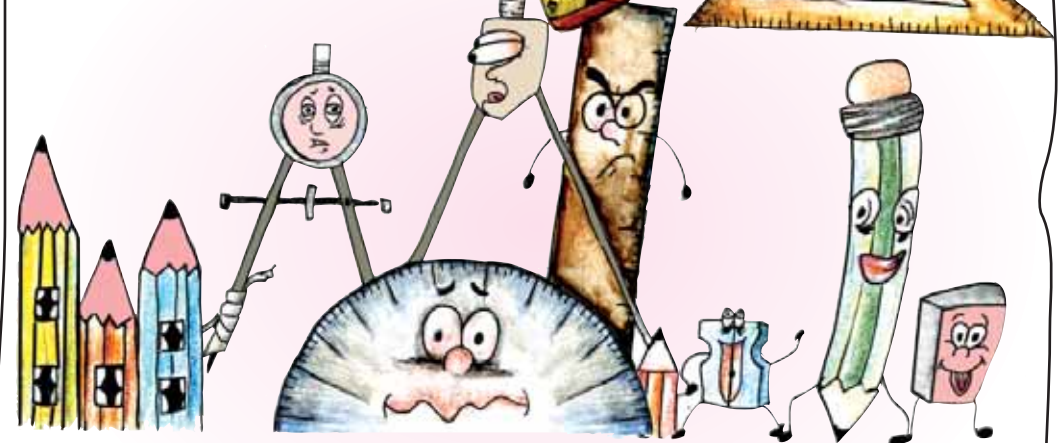
I needed chocolate ice cream to get through this quagmire, lots and lots of luscious and creamy chocolate ice cream. Come to think of it, ice cream is an amazing facilitator of thinking; the sedative with a coolness that fills you with a serenity you could have never imagined, the savoury taste ... where was I? Yes, the decision.

Chocolate induced visions of me in a lab coat, brrr not me, so that was crossed out. Cut to business suit, boardroom, PowerPoint... no way. Food critic, travel shows, world's best restaurants, now you are talking. Who wouldn't want a career that gave you such a sense of freedom? Ah, what would I ever do without my saviour? Chocolate ice cream, more power to you! 🇮🇳



Pic: Dakshesh Bharal, AIS PV, X E
Model: Kabir Madan, AIS PV, IX A

Qualms of unused



Oh Divider, Are You A Brave Fighter?

Deeksha Puri, AIS PV, XI F

In the comfortable metal box, I wait. As time flies by, I wait. I wait for the lid to open, so that I can see the world and jump in with my capabilities. Rather, through the corner of my eye (rather, screws), I view he, who has more of a deficient leg, the 'compass' that navigates much of a student's life, being picked over the rest of us every single time. I glance at my best friend, who's 'set' a world entirely 'square', has the same dejected look on his face, as he looks at the 'ruler' being pulled out. "Um, excuse me, who called this guy a 'ruler'?" exclaims my sharp-edged friend, the 'set square' in offense. "A ruler is someone

who is multi-faceted, like me." he scoffs in distaste. "Really now?" I mutter under my breath dealing with similar miseries of my own. I, the 'divider' require some un-divided attention from time to time as well. I wonder and look at the 'protractor', and can't help but ask, "Don't you ever feel less than all these hi-fi instruments being picked?" While the entire town of geometry thought of him as a man with half a brain, I still, at times tend to listen to his words. He answers, "Life is all about angles. Change your perspective from 0 to 180 degree and then you'll realise how straight you're able to see." My best friend, the best of the lot – the set square, mutters under his breath, "Oh how I'd

commit first degree murder on this guy." I can't help but stifle a laugh, but I still ponder upon this new perspective. I look at the metal box and think of how protected I feel in my cozy corner where I'm kept, and suddenly I hear shouts of chaos. Compass comes back limping, looking entirely distraught, even on his one leg. His eyes (read screws) look terrified, as he can't help but pant and collapse in utter exhaustion. "Manhandling again?" asks protractor. Compass simply nods. I artlessly shift my legs from side to side. Wow, being unused may be one of my biggest qualms, but just this once, it might've not been that awful. They say the world is a beautiful place, but for now, I'd like to stay in my dark corner.

Illustration: Vanshika Chaudhary, X C & Amrit Warwal, IX C, AIS PV