



ST. XAVIER'S COLLEGE, MAPUSA GOA
Report of Activity attended in the Academic Year 2026-27

Name of Activity	The Post-Mortem: Dissecting What Works, What Flops and How to Go Viral– A Workshop
Date/Duration	7 th September 2026
Venue	Dnyanprassarak Mandal's College and Research Centre, Assagao, Mapusa.
Name of organizing Department/Cell	Department of English, DMC, Assagao
In collaboration with	
Name/s of Faculty Coordinator	Ms. Shirlene Fernnades, coordinator for student participation
Stratum of Event	State level
Name & details of Resource Person/s If any	Ms Antonette Fernandes, social media influencer and content creator
Report	“You have to be passionate in whatever you do.” With this powerful message, the resource person set the tone for an insightful and engaging one-day state-level workshop that focused on understanding the dynamics of social media and the factors that influence online growth. Ms Antonette explained how algorithms work and emphasized the importance of building a strong personal brand and a distinctive online image. She encouraged students to take pride in what they do, pursue their interests with passion, and remain consistent and dedicated in their efforts. The post-lunch sessions turned the focus towards creating an effective social media profile. Students were introduced to the essential elements of a compelling bio, the significance of a meaningful personal logo, and the importance of presenting a clear and authentic digital identity. Ms Antonette also highlighted that opportunities in the digital world extend well beyond content creation, with skills such as photography, videography and editing opening up promising avenues for creative and professional growth. Five students were given an opportunity to attend namely Raunak Kumari, Mubina Mulagund, Aditi Tripathi, Nicole Fernandes and Velika Fernandes.
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	How-to-Go-Viral--A-Workshop-.pdf
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/10/Images-of-The-Post-Mortem-Dissecting-What-Works-What-Flops-and-How-to-Go-Viral--A-Workshop-.pdf
List of participants With signatures	NA
Certificate	NA