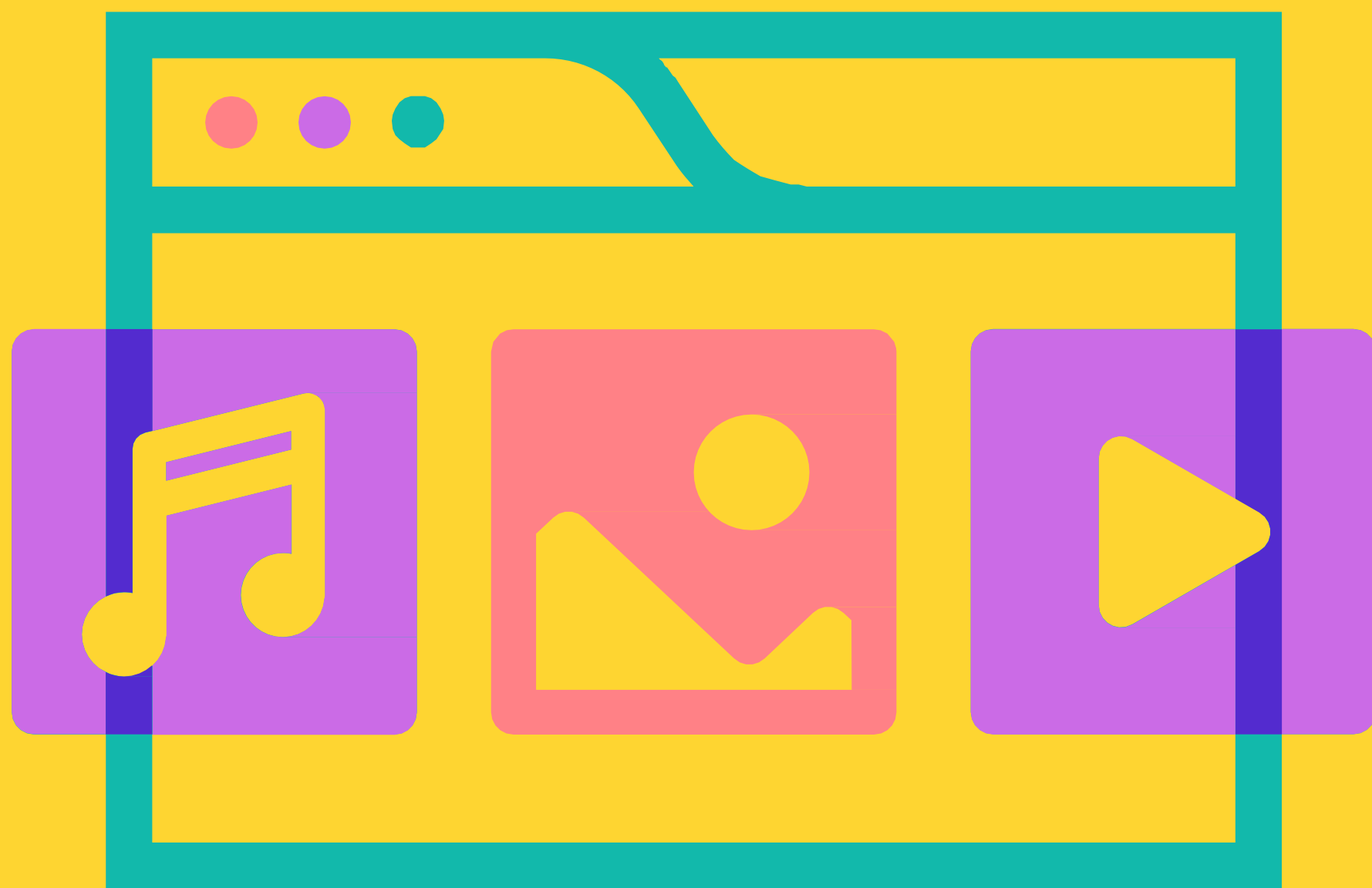


Producing Content

For Online Platform



WHERE
WHAT
HOW



Producing Content For Online Platform

**WHERE
WHAT
HOW**



- Short text
- Long text
- Graphics
- Long Video
- Short video

- Accesibility
- Affordability
- Understanding

For creating
**IMMERSIVE
EXPERIENCE**
for user



Different SM platforms help reach desired audience.

Surprisingly, Every group of SEEKERS today has one platform where they form the majority.



So do you know, who are YOU targeting?



- Influencers
- Opinion-Makers



- Trend-setters
- Young minds
- Modern Entrepreneurs



- Entertainment
- Leisure



- Information-seekers
- Scholars



- Professionals
- Job seekers
- Employers & Corporates



- Interest-based users
- Personal utility seekers



- Leisure seeker
- Socialising & Networking souls



- Social Media enthusiasts



- Education/Information
- Buyer/ Customer/ Consumer
- B2B, B2C people



- Influencers
- Opinion-Makers



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When it comes to MEDIA

All platforms become relevant



WHAT ?

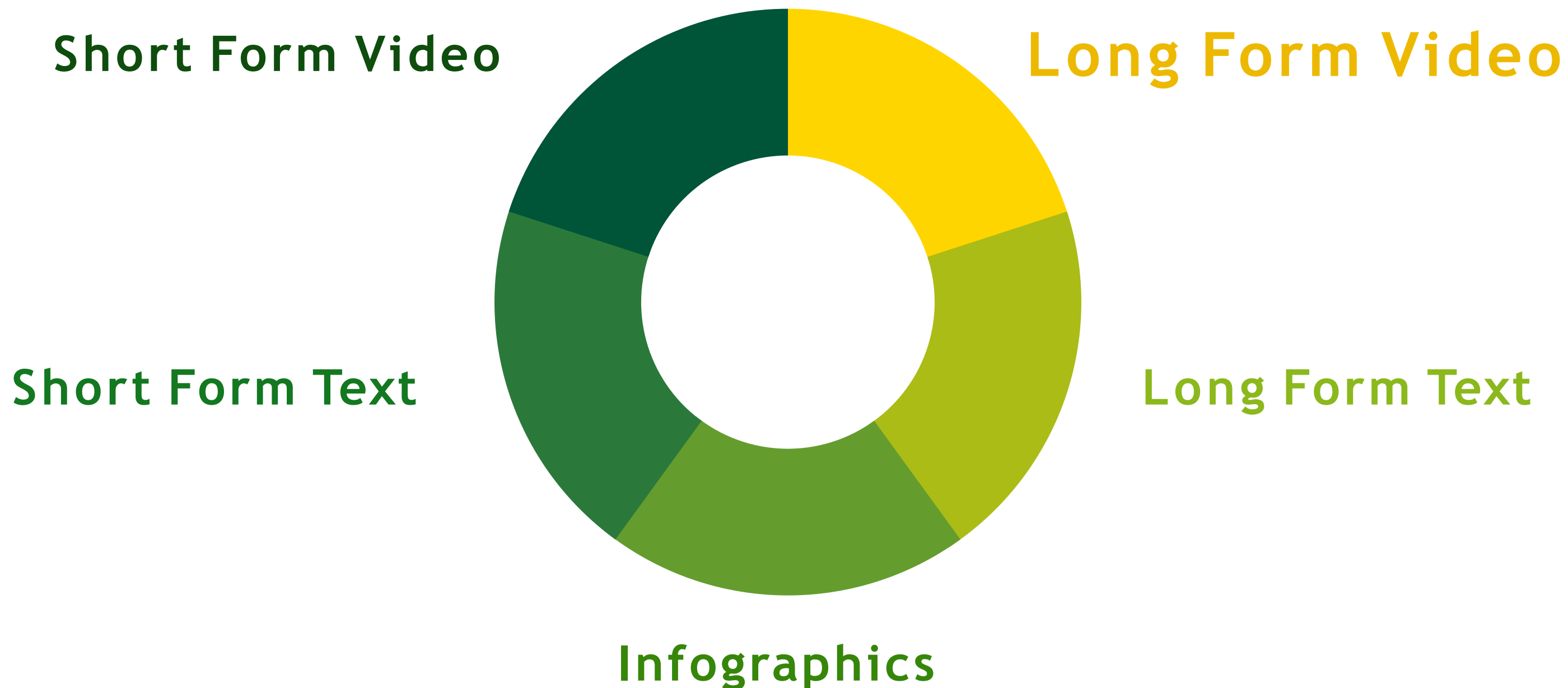


Content

is the king

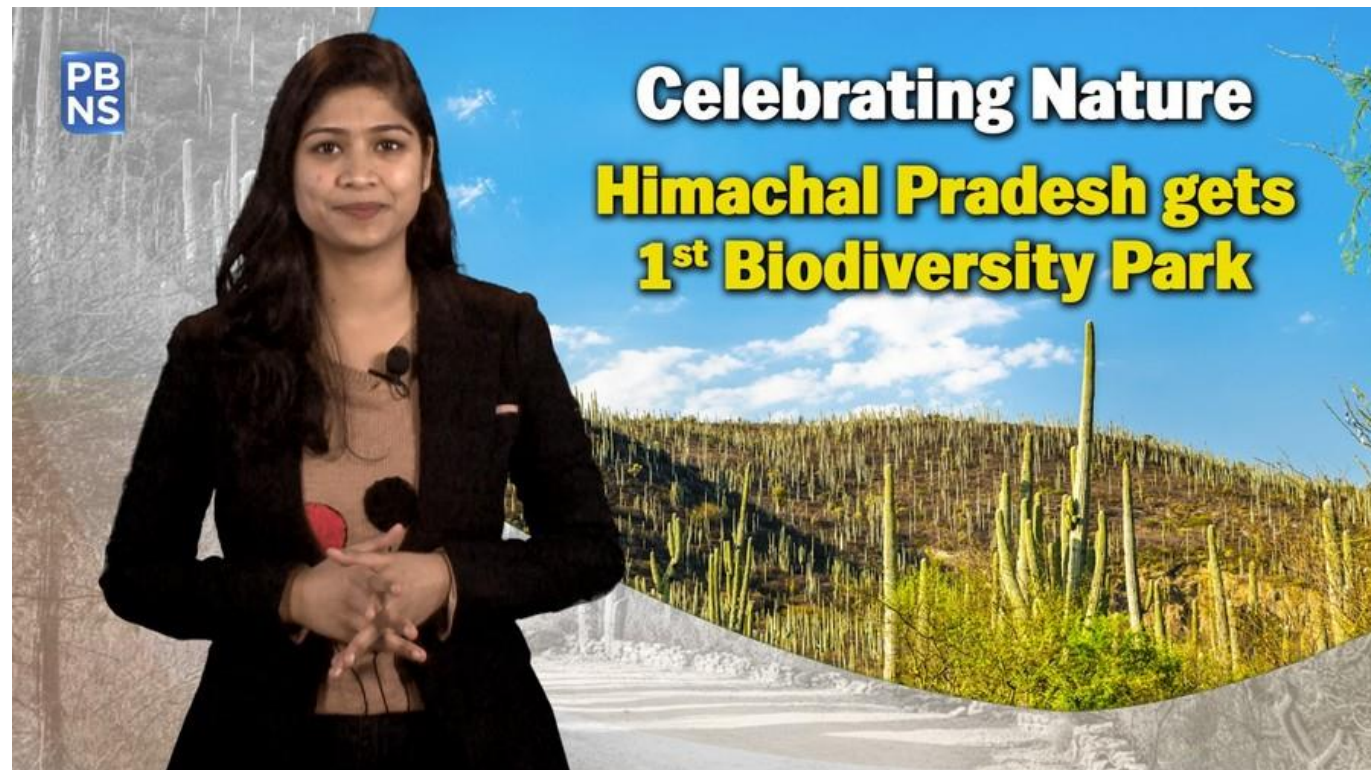


Creating Content in 5 forms





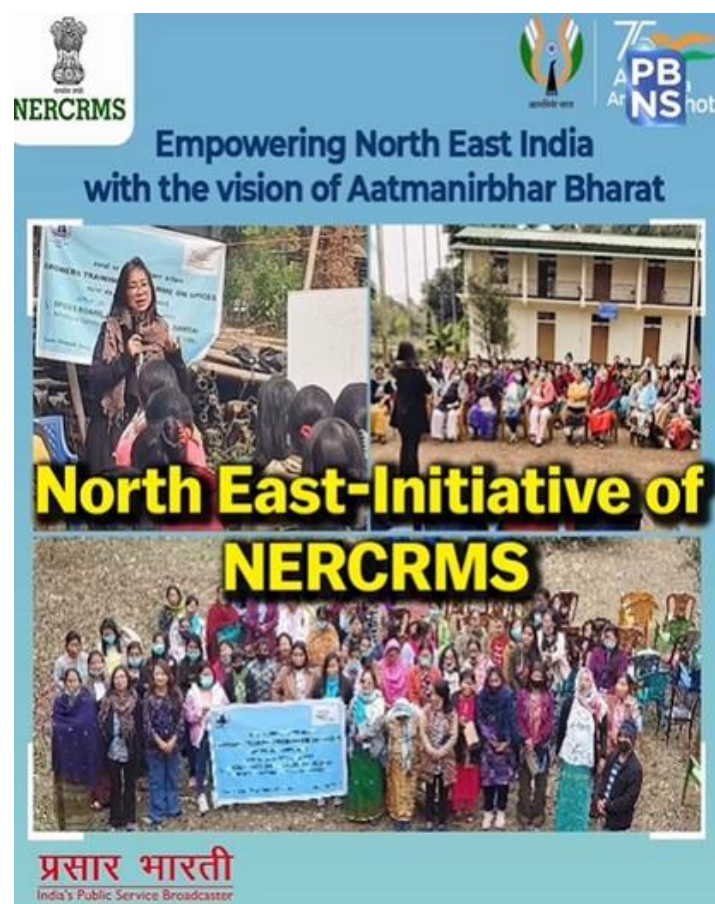
Long Form Video



- PBNS Social Videos are an example
- Explained, elaborated content
- Coverage of topics in segmented
DETAILS
- Research-based content



Short Form Video



- Story-telling in 7-8 Frames
- Crisp Summary of events
- Best way to cover many topics & impart learning with visuals



Content in 5 forms



Short Form Text



Prasar Bharati News Services पी.बी.एन.एस. 
@PBNS_India

Science & Technology Ministry launched "Vigyan Sarvatra Pujyate", a pan-India 75 location program. Union Minister [@DrJitendraSingh](#) called for synergising India's scientific achievements with India's cultural ethos for optimum outcomes.

- PBNS Twitter
- PBNS Top Shorts (Daily Magazine)

PBNS TOP SHORTS



PM Narendra Modi will address the 1st webinar themed on "Digital University: Making World-Class Higher Education Accessible for All". A session in Skill India webinar themed- 'Towards Fostering Stronger Industry-Skill Linkage,' will be on Feb 21 from 12:15-2:15 PM.

Union Finance Minister Nirmala Sitharaman will visit Mumbai from Feb 21-22. She will hold a post Budget 2022 interaction with stakeholders from industry & trade, large taxpayers and a few other select professionals.



Today, Arunachal Pradesh and Manipur celebrate their 50th and 36th Statehood Day respectively. PM Narendra Modi extends best wishes to the people of both states on their Statehood Day,ptions and new variants of the virus

Nation mourns the death anniversary of Freedom fighter Sarat Chandra Bose. He was born in Odisha and worked as a barrister He was the supporter of the formation of the Indian National Army by Subhash Chandra Bose and actively participated in the Quit India movement.



President Ram Nath Kovind inaugurates the 150th birth anniversary celebration of Sri Prabhupada, the founder of Gaudiya Mission, at the holy city of Puri in Odisha.



Content in 5 forms



← PBNS Prasar Bharati News Servic... 16.8K subscribers

Pinned Message #48
FEB 21, 2022 MONDAY, PHALGUNA KRISHNAPA...

Prasar Bharati News Service - PBNS

Russia-Ukraine Crisis: US President Biden agrees 'in principle' to hold meeting with Russian President

Suggesting another bid to broker a diplomatic settlement for the long-standing crisis, the French Presidency on February 20 proposed a summit to be held between US President Joe Biden and Russian President Vladimir Putin (categorically agreed by President Biden and President Putin) along with relevant stakeholders to discuss security and strategic stability in Europe.

"The substance will have to be prepared by US Secretary of State Antony Blinken and Russian Foreign Minister Sergei Lavrov during their meeting on Thursday 24, February," the release by French President's office stated.

However, the US asserted that the summit will be held with a pre-imposed condition that Russia does not invade Ukraine.

"We are always ready for diplomacy. We are also ready to impose swift and severe consequences should Russia instead choose war. And, currently, Russia appears to be continuing preparations for a full-scale assault on Ukraine very soon," White House Press Secretary Jen Psaki said in a statement.

Meenuhil, Kremlin embraces Dmitry

NewsOnAIR

Digital University: A Solution to Shortage of Seats, teachers and Education Infrastructure

To transform conventional education framework of the country, central government is going to establish a Digital University in different Indian languages and ICT formats. An announcement to this effect, had been made in this year's budget. This university will be a solution to many a problems like shortage of seats in university system, lack of quality education and teachers. With the Prime Minister Narendra Modi being very ambitious about this project, the university is expected to come up by August 2022, democratising education in a country where divides are galore. In present college education system, there is always severe shortage of seats in good institutions, forcing scores of students end up with little or insignificant choices.

In a webinar organised to discuss the modalities of this university, the PM asked all the stakeholders to speed up the process of setting up the university, which aims at making the higher education accessible for all. The students will also be able to study their desired courses. Normally, universities and colleges have limited seats for courses. This problem will be gone once this university comes into existence.

Majority of the colleges and universities in the country are also facing shortage of faculties, especially good faculties and this is the reason why majority of the students flock towards top institutions, resulting in the cut off marks/percentage going up every year. With this digital institution coming into being, now unlimited number of students would be attending the same class taken by the top teachers of the country/abroad.

Decreasing digital divide and increasing digital connectivity are going to give a big boost to this dream of the Prime Minister. This initiative will also ensure inclusivity as the students belonging to lower strata of the society, normally find it hard to make it to the top institutions because of the lack of access.

Measures like e-Vidya, One Class One Channel, digital labs, digital universities will create an educational infrastructure, which will provide better education solutions to the students living in villages and small towns, and belonging to poor socio-economic and educational set up.

Hence, the PM called upon all stakeholders including Education Ministry, UGC and AICTE to work with speed on the project, keeping in mind international standards. Evaluation will be done via online proctored exam or computer based test by National Testing Agency. There would be no difference between online and conventional degrees when it comes to recognition. New regulations for online programmes will be notified in March this year.

Students enrolled in the digital programmes, will have digital access to library resources. Course curriculum, structure and learning outcome for online programmes will be same as conventional programmes. Digital university will ensure universalization of quality

Long Form Text

- Newsonair.com
- PBNS Telegram
- PBNS Editorial in PBNS Daily Magazine



6 likes
pbns.india Air Quality Index of other major Indian cities as on 22/02/2022 is as follows:
9 hours ago



कोरोना वायरस पर विशेषज्ञ

कोरोना काल में पहली वेव, दूसरी वेव और तीसरी वेव जब आई थी, उनमें जो इंफेक्शन की रेट थी उसमें धई वेव में सबसे ज्यादा तेज इंफेक्शन हुआ और सबसे ज्यादा जल्दी उतर भी गया था। यह केवल वैक्सीनेशन के कारण हुआ या फिर कोई और भी कारण था इसका ?

जितने भी वेरिएंट हैं इनके अपने-अपने चरित्र होते हैं। वायरस तो बहुत थे। जब कोरोना वायरस आया और इसे साइंटिस्ट ने स्टडी किया तो यही पाया कि बहुत ज्यादा इंफेक्टिव है और बहुत ज्यादा सीवियर है। यह डेल्टा के बारे में था और जब दूसरे वेरिएंट आए जैसे ओमिक्रोन तो इसका इंफेक्टिविटी रेट बहुत ज्यादा था जिसमें बहुत सारे केस हुए लेकिन पेथेंट सीरियस नहीं थे। तो अलग-अलग वेरिएंट के अलग-अलग चरित्र हैं। हां ये सबकुछ मॉडिफाई जरूर होता है वैक्सीनेशन से। वैक्सीनेशन से कोरोना वायरस की इंफेक्टिविटी रेट बहुत कम हो जाती है फिर चाहे वह डेल्टा वेरिएंट हो या फिर ओमिक्रोन वेरिएंट। इसलिए इसकी सीरियसनेस भी कम हो जाती है। वैक्सीन लगाएंगे तो वायरस का ट्रांसमिशन भी कम हो जाता है और दूसरी सीवियरटी भी कम हो जाती है। ऐसे में यह कहना बहुत मुश्किल है कि यह वैक्सीनेशन का असर है या वेरिएंट का ही खुद का चरित्र है। जहां तक हम समझते हैं कि ये दोनों फैक्टर इसमें शामिल हैं। जैसे-जैसे नए वेरिएंट आएंगे उनके अपने-अपने चरित्र होते हैं। ओमिक्रोन वेरिएंट उतना सीवियर नहीं था जबकि उसकी इंफेक्टिविटी रेट ज्यादा थी।

डॉ. लोपमूदरा जनरल वेद चतुर्वेदी, गंगाराम हॉस्पिटल, नई दिल्ली

MANN KI BAAT
85th Episode - 30 January 2022

आज हमारे पूज्य बापू महात्मा गाँधी जी की पुण्यतिथि भी है। 30 जनवरी का ये दिन हमें बापू की शिक्षाओं की याद दिलाता है। अभी कुछ दिन पहले ही हमने गणतन्त्र दिवस भी मनाया। दिल्ली में राजपथ पर हमने देश के शौर्य और सामर्थ्य की जो झाँकी देखी, उसने सबको गर्व और उत्साह से भर दिया है।

Infographics & Creatives

- PBNS Instagram
- PBNS Daily Magazine
- PBNS Thumbnails for Prasar Bharati Network
- Mann Ki Baat

BREAKING

Visit the COVID-19 Information Centre for vaccine resources.

PRESIDENTIAL NAVAL FLEET REVIEW
VISHAKHAPATNAM, ANDHRA PRADESH

Production

HOW



Presentation

Packaging

10 Things to keep in mind

How the Content should be



It has
to be a

STRIKE !!

1. Relevant
2. Platform Appropriate
3. Authentic info-based
4. Original & Researched
5. Properly treated acc. to the media mode

10 Things to keep in mind

How the Content should be



It has
to be a

STRIKE !!

6. Unique & Value-added
7. From the right sources
8. Reflection of the Organization
9. Worth spending time on
10. Educate, Inform, Entertain

THANK YOU!



Prasar Bharati News Services



Digital News Service of India's Public Broadcaster - Breaking Alerts,
Digests & curated Developing Stories from across the Globe