

Educational Content Digital Outreach & Social Media Management Service

Offered by: Vidhyalink Technologies Private Limited

Platform: NearGuru

Industry: Education | Skill Development | Digital Communication

1. Executive Summary

Vidhyalink Technologies Private Limited offers a professional **Educational Content Digital Outreach & Social Media Management Service** designed for government departments, educational institutions, and skill development authorities. The service focuses on structured dissemination of educational and skill-related content through digital and social media platforms to enhance awareness, accessibility, and learner engagement.

The service is aligned with **Digital India, NEP 2020**, and public communication objectives of government bodies, ensuring compliant, non-promotional, and information-centric outreach.

2. Company Overview

Vidhyalink Technologies Private Limited is an education-technology company delivering digital infrastructure and governance-ready solutions for the education and skill ecosystem in India.

Through its platform **NearGuru**, the company supports verified institutions, educators, and learners using structured data, analytics, and digital communication tools.

3. Service Objective

The objective of this service is to support government and educational institutions in: - Disseminating educational and skill-development content digitally - Enhancing public awareness of education initiatives - Improving communication with students, parents, and learners - Ensuring consistent and structured digital presence

4. Scope of Services

4.1 Educational Content Management

- Structuring and formatting educational content

- Content calendars for regular dissemination
- Alignment with academic and skill programs

4.2 Social Media Management

- Management of official social media handles
- Scheduled posting of approved educational content
- Platform-wise content optimization

4.3 Digital Outreach & Awareness

- Awareness campaigns for education programs
- Skill development and training initiative communication
- Public information dissemination

4.4 Performance Monitoring & Reporting

- Engagement and reach analysis
 - Periodic performance reports
 - Insights for improving digital communication
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5. Deliverables

- Content dissemination plan
 - Scheduled educational content posts
 - Social media activity reports
 - Outreach and engagement analysis
 - Periodic summary reports
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6. Methodology

1. Requirement assessment with the department/institution
 2. Content planning and approval workflow
 3. Platform-specific content scheduling
 4. Continuous monitoring and moderation
 5. Periodic reporting and review
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7. Compliance & Alignment

This service complies with: - Digital India communication guidelines - National Education Policy (NEP) 2020 - Government public information standards - Data privacy and confidentiality norms

All content is published only after formal approval from the concerned authority.

8. Target Beneficiaries

- Education Departments
 - Skill Development Authorities
 - Government Schools and Colleges
 - ITIs and Training Institutes
 - Public Education Programs
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9. Engagement Model

- Monthly or annual service engagement
 - Pilot-based initiation
 - Institution-wise or department-wise scope
 - Custom engagement based on requirements
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10. Value Proposition for Government

- Improved public awareness of education initiatives
 - Structured and compliant digital communication
 - Increased learner and community engagement
 - Transparent reporting and accountability
 - Scalable and adaptable service model
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11. Conclusion

The **Educational Content Digital Outreach & Social Media Management Service** provides a reliable, policy-aligned, and professional solution for government and educational institutions to communicate educational initiatives effectively through digital platforms, supporting transparency, accessibility, and informed public engagement.

Contact Information

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