



SOCIAL MEDIA CALENDAR



Financial Year 2024 - 25



Programmes Offered

MBA (FT)

60 Seats
2 Years

Graduate with 50% (45% for SC/ST) with valid MAT/ CAT/ CMAT Score

MBA (PT)

25 Seats
3 Years

Graduate with 50% (45% for SC/ST) with 2 Y experience after graduation

MTTM

25 Seats
2 Years

Graduate with 50% (45% for SC/ST)

BBA

50 Seats
3 Years

10+2 with 50% (45% for SC/ST)

PhD

Seats: as per vacancy
Masters with DURAT/
NET in Management



Hootsuite is a social media management platform that allows users to schedule posts, engage with their audience, track social media performance, and manage multiple social media accounts from one dashboard.

Founded in the Year 2008



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Dibrugarh University

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Holidays

11th April: Id-UI-Fitr
13th April - 15th April: Bohag Bihu
20th April: Sati Sadhini Divas



Ahrefs is a comprehensive SEO toolset that provides insights into backlinks, keyword rankings, content analysis, and competitor research. It helps users understand their website's performance and develop effective SEO

Founded in the Year 2010



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May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Holidays

1st May: May Day

8th May: Tithi of Damodar Deva

23rd May: Buddha Purnima

24th May: Janmotsav of Sri Sri Madhabdeva



sproutsocial

Sprout Social is a social media management and analytics platform that helps businesses schedule posts, monitor engagement, track performance metrics, and collaborate with team members.

Founded in the Year 2010



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June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Holiday

17th June: Id-Ul-Zuha



GTmetrix is a website performance monitoring tool that analyzes page load speed, performance scores, and provides actionable recommendations to optimize website performance and user experience.

Founded in the Year 2010



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July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Holiday.

No Official Holiday

BRAND24

Brand24 is a social listening tool that monitors online mentions of a brand, product, or keyword in real-time. It helps businesses track their online reputation, analyze customer feedback, and identify market trends.

Founded in the Year 2011



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August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Holidays

15th August: Independence Day

23rd August: Tirubhav Tithi of Sri Sri Madhabdeva

26th August: Janmastomi



fanpage karma is a social media analytics tool specifically designed for Facebook and Instagram. It provides insights into page performance, audience demographics, content effectiveness, and competitors.

Founded in the Year 2012



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September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Holidays

4th September: Tirubhav Tithi of Srimanta Sankardeva
14th September: Karam Puja

Keyhole.

Keyhole is a brand monitoring and hashtag discovery tool. The tool also allows competitor monitoring and extracting brand data through keyword and hashtag extraction for performance measurement.

Founded in the Year 2013



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October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Holidays

2nd October: Birthday of Mahatma Gandhi

10th October to 12th October: Durga Puja

13th October: Vijaya Dashomi / Janmotsav of Sri Sri Sankardeva

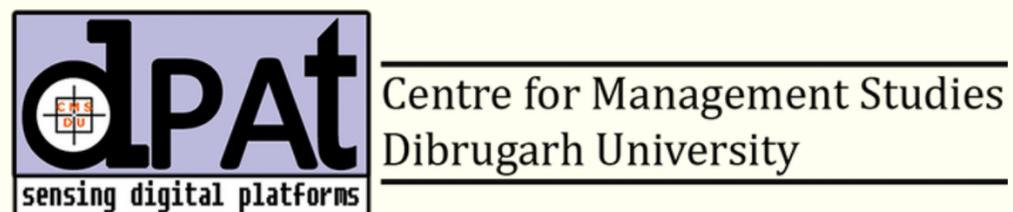
17th October: Kati Bihu

31st October: Kali Puja & Diwali



BrandMentions is a social media monitoring tool that tracks brand mentions across various online channels. It provides insights into brand sentiment, competitor activities, and industry trends.

Founded in the Year 2015



November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Holidays

3rd November: Bhatri Dwitiya

7th November: Chhat Puja

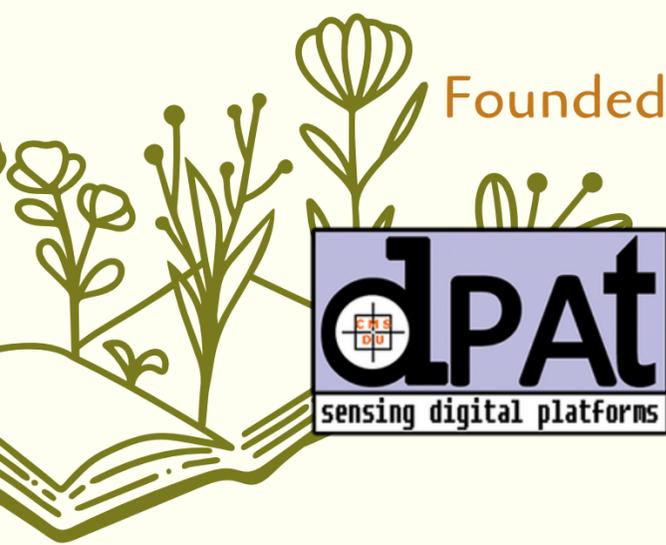
15th November: Guru Nanak's Birthday

24th November: Lachit Divas



socialinsider

Socialinsider is a social media analytics tool that offers detailed insights into audience demographics, content performance, competitor strategies, and advertising campaigns across various social media platforms.



Founded in the Year 2016



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December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Holidays

2nd December: Asom Divas (Sukapha Divas)
25th December: Christmas Day





HubSpot is an inbound marketing and sales platform that offers tools for content management, lead generation, email marketing, social media management, and CRM. It helps businesses attract visitors, and convert leads.

Founded in the Year 2006



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January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Holidays

23rd January: Netaji's Birthday

26th January: Republic Day

28th January: Bathow Puja

31st January: Me-Dam-Me-Phi



Moz is an SEO software suite that offers tools for keyword research, site audits, rank tracking, link building, and content optimization. It helps businesses improve their search engine visibility and drive organic traffic.

Founded in the Year 2007



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February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	

Holidays

12th February: Bir Chilarai Divas



SEMrush is an all-in-one digital marketing platform that offers tools for keyword research, competitive analysis, SEO auditing, PPC campaign management, and more. It helps businesses optimize their online presence.

Founded in the Year 2008



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March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Holiday

31st March: Id-UI-Fitr



Folow us on:

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|  cmsdu |  cmsdu |  company/cmsdu |  8876240653 |

Holiday list is as per Government of Assam notification