

Social media

WOW!

facts

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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

* for details visit <https://cmsdu.org>

Wow Facts about *Social Media*

- On 1st April 1983, Zhang Yiming, Founder of ByteDance who owns TikTok was born.
- On 9th April 2012, Facebook Inc. bought Instagram for \$1 billion in cash and stock.
- On 9th April 2021, Ravi Shankar Prasad became the first minister with 10 lakh followers on Koo.
- On 19th April 2008, Facebook Took over Myspace for Active User Per Month for the First Time.
- On 23rd April 2005, the first ever YouTube video was uploaded.

2022

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

14th, 15th & 16th April: Bohag Bihu
 15th April: Good Friday
 21st April: Sati Sadhani Divas



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Wow Facts about Social Media

- On 5th May 2003, LinkedIn was launched.
- On 9th May 2011, Microsoft bought Skype for 8.5 Billion Dollars in all cash deal.
- On 14th May 1984, Mark Elliot Zuckerberg was born.
- On 18th May 2012, Facebook got listed in Nasdaq.
- On 19th May 2015, Google added tweets to its search results on phone.
- On 26th May 2021, Koo reached a valuation of 100 Million Dollars.

2022

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/ Tithi of Damodardeva
- 3rd May: Id-U'l-Fitr
- 16th May: Buddha Purnima
- 17th May: Janmotsav of Sri Sri Madhabdeva



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Wow Facts about Social Media

- On 10th June 2021, The Government of Nigeria created their official account on Koo.
- On 13th June 2016, Microsoft announced that it would acquire LinkedIn for \$196 a share, a total value of \$26.2 billion and the largest acquisition made by Microsoft to date.
- On 18th June 2008, LinkedIn Turned a Billion Dollar Company with a Valuation above 1 billion for 53 Million Dollar fund raising.
- On 30th June 2010, Mashable started Social Media Day.

2022

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		

Holidays

No Holiday



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Wow Facts about *Social Media*

On 16th July 2010, the first Instagram post which was a photo of South Beach Harbor at Pier 38 was posted by Mike Krieger at 5:26 PM.

2022

July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Holidays					

10th July: Id-U'l-Zuha



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Wow Facts about Social Media

- On 2nd August 2018, TikTok merged with musical.ly.
- On 6th August 1967, Founder of LinkedIn Reid Garrett Hoffman was born.
- On 23rd August 2007, The first hashtag proposed by a user debuts #barcamp.

2022

August

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

Holidays

- 15th August: Independence Day
- 19th August: Janmastomi
- 29th August: Tithi of Srimanta Sankardeva



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Wow Facts about Social Media

On 6th September 2005, Facebook dropped 'The' from its Name.

On 6th September 2006, Facebook introduced NewsFeed.

2022

September

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

Holidays

6th September: Karam Puja
14th September: Tithi of Sri Sri Madhabdeva



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Wow Facts about Social Media

- On 6th October 2010, Instagram was founded.
- On 10th October 1984, Telegram founder Pavel Durov was born.
- On 14th October 2021, Twitter Downvoting feature went on trial for the first time.

2022

October

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23	24	25	26	27	28	29
30	31	Holidays				

2nd October: Gandhi Jayanti

2nd, 3rd, 4th & 5th October: Durga Puja | 18th October: Kati Bihu

24th October: Kali Puja & Diwali | 27th October: Bhatri Dwitiya

30th October: Chhat Puja



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Wow Facts about Social Media

- On 7th November 2007, Facebook introduced FACEBOOK PAGE Feature and ADS PLATFORM.
- On 7th November 2013, Twitter got listed on NYSE.
- On 9th November 2017, TikTok's parent company, ByteDance, spent up to U.S. \$1 billion to purchase musical.ly.
- On 14th November 2019, Koo was Founded.
- On 18th November 1976, Founder of Twitter Jack Dorsey was born.
- On 21st November 1980, Telegram Co-Founder Nikolai Valeryevich Durov was born.

2022

November

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		1	2	3	4	5
6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30			

Holidays

24th November: Lachit Divas



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Wow Facts about Social Media

On 30th December 1983, Founder of Instagram Kevin Systrom was born.

2022

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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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 (Su-Ka-Pha Divas)

25th December: Christmas Day



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Wow Facts about Social Media

- On 13th January 2017, most watched YouTube video: Despacito by Luis Fonsi was launched.
- On 21st January 2011, WeChat was launched.
- On 23rd January 2018, the TikTok app ranked first among free application downloads on App stores in Thailand and other countries.
- On 24th January 1997, Founder of YouTube Chad Hurley was born.

2023

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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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
31st January: Me-Dam-Me-Phi

Wow Facts about Social Media

- On 4th February 2004, Facebook was launched as The Facebook.
- On 16th February 1966, Founder of Skype Niklas Zennström was born.
- On 17th February 1972, WhatsApp founder Brian Acton was born.
- On 19th February 2017, WhatsApp was acquired by Facebook at 19 Billion Dollar valuation.
- On 24th February 1976, WhatsApp Founder Jan Koum was born.
- On 24th February 2009, WhatsApp was founded

2023

February

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				

Holidays

5th February: Chi La Divas

Wow Facts about Social Media

- On 21st March 2006, Twitter was founded.
- On 21st March 2006, "just setting up my twtr" was the first tweet.
- On 24th March 2014, Telegram announced that it had reached 35 million monthly users and 15 million daily active users.
- On 24th March 2020, Charli D'Amelio surpassed Loren Gray as the most followed individual on TikTok with 41.3 Million followers.

2023

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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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

7th March: Dol Jatra



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