

Website & Social Media Report

For 2nd M.C Committee Meeting to be held at Patna on 17th to 18th March 2025

The Website and Social Media Committee is excited to share our progress from September 2024 to March 2025. We sincerely thank President Shri Mehul Mehta, Honorable Secretary Shri Raghav Kothari, and all Managing Committee Members for their valuable support and encouragement.

Team Members

Convener

Shri. Bharat D. Shah (M/s. Sun Fine Papers (P) Ltd.)

Members

Shri. Alok Kumar Gupta (M/s. Paper Point)

Shri. N. Annamalai (Anish) (M/s. Solisar & Co)

Shri. Shrinath Agrawal (M/s. Govind Copy Udyog)

Shri. Ramesh Kumar Salecha (M/s. Rajhans Papers)

Website & Social Media Report (Last 6 Months) Social Media Growth

We posted 30+ updates on Facebook and Instagram (@fpta_india).
Engagement through likes, shares, and comments has been positive.
Our paper recycling video got an excellent response.
Efforts are ongoing to enhance content reach.

Website Improvements

The FPTA website (<https://fptaindia.in>) is now faster, more secure, and user-friendly.
Continuous updates have improved accuracy and usability.

FPTA App Launch

The FPTA mobile app has been launched to help members stay connected and informed.
Key features include:
Connect Easily: Seamless networking with members across different states and cities.
Easy Communication: Integrated WhatsApp chat for quick interactions.

Quick Registration for:

- MC Meetings
- AGM Meetings & Conferences
- International Tours

Trial Phase & Future plans

The registration feature is in the trial and will be optimized soon.
Future updates will be based on user feedback.

Request to Vice Presidents

Vice Presidents are encouraged to promote the FPTA app within their jurisdictions to maximize its benefits for members

Feedback & Improvement

Member feedback is crucial for enhancing the app's user-friendliness.
Suggestions are welcomed for continuous improvement

Challenges & Focus Areas

Increasing member interaction on social media.
Boosting app downloads and regular usage.
Enhancing engagement and participation.

Upcoming Plans

Launching special social media campaigns for Paper Day and industry events.
Expanding presence to LinkedIn and YouTube.
Implementing SEO strategies to attract more website visitors.
Introducing new app features for an enhanced user experience

Call to Action

Follow us on social media and download the FPTA app:
Android: https://play.google.com/store/apps/details?id=com.konnect.fpta&pcampaignid=web_share
iOS: <https://apps.apple.com/si/app/fpta/id6476378585>
Share your suggestions to help us improve.
Let's work together to strengthen FPTA's digital presence.

Thank you for your continued support!

Warm Regards,

Bharat Shah
Convenor Website and Social Media
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