



# Webinar on Effective usage of Social Media & AI tools for Career Progression

**Date: 19th July 2025, Saturday**

**Organized by;**

**Directorate of Higher Secondary  
Education (DHSE, Odisha)**

**In collaboration with;**

**UNICEF Odisha**

**Technical Partner;**

**IDENTITY Foundation Trust**



## About the Collaboration:

The Directorate of Higher Secondary Education, Department of School & Mass Education, Govt. of Odisha, in collaboration with UNICEF Odisha and its technical partners, organise career guidance webinars for students across higher secondary schools and colleges. These sessions aim to empower young minds to make informed and confident career choices. The initiative aims to strengthen the school-to-work and higher education transition through structured career guidance.

## About the Webinar:

Following this practice, the first webinar of the 2025-2026 Academic Session was organised by the Directorate of Higher Secondary Education (DHSE), Odisha on 19th July 2025, Saturday at 12:00 pm on the topic of “**Effective Usage of Social Media and AI Tools for Career Progression**” at the DHSE conference hall. The webinar was attended by **52 higher secondary schools** where the faculties and students of grade 11 & 12 along with the officials from DHSE, Odisha. The Joint Director of DHSE Ms. Sasmita Mali gave the welcome note by welcoming the resource person, moderator, students, and faculties for joining the webinar after the summer vacation.

|                                                                         |             |
|-------------------------------------------------------------------------|-------------|
| No. of higher-secondary schools / colleges attended the webinar session | <b>52</b>   |
| No. of Class XI students who attended the webinar session               | <b>188</b>  |
| No. of Class XII students who attended the webinar session              | <b>3593</b> |
| No. of faculties who attended the webinar session                       | <b>380</b>  |

## About the Resource Person:

**Mr. Bijoy Ketan Panda** is the Head of the Information Resource Centre (IRC) at Tata Consultancy Services (TCS), Bhubaneswar, with over 20 years of experience in information research and analysis. As an Information Manager in the Knowledge Management Division of TCS, he oversees the Global Reference Desk, quality audits, and Total Quality Management initiatives. An Agile Practitioner and Domain Specialist in Communication, Media, and Information Services, he is skilled in data modelling, statistical analysis, and strategic trend forecasting. Mr. Panda holds a Master’s in Library & Information Science and a Master’s in Computer Science from the University of Delhi. He received the Asian Librarian Award (2011) from the Special Library Association, USA, and special recognition from IEEE USA for innovation and reskilling. An active member of SLA, IEEE, OLA, and NASSCOM, he is currently researching AI applications, including cybersecurity. He is also passionate about sustainability, Web 4.0, and community service initiatives. He has also awarded as the Cybersecurity Ambassador for the National Awareness Program under the Information Security Education and Awareness (ISEA) project of Ministry of Electronics and Information Technology (MeitY) in order to organise cyber security awareness sessions for the govt. and private education institutions.

Effective Usage of  
**SOCIAL MEDIA AND AI TOOLS  
FOR CAREER PROGRESSION**

Organized by: Directorate of Higher Secondary Education (DHSE), Odisha

**MR. BIJOY KETAN PANDA**  
Cyber Security Ambassador,  
ISEA, MeitY

**SATURDAY**  
19th July 2025

**WEBINAR**  
12:00pm-1:00pm

Zoom link

## Welcome Note by the Moderator:

Mr. Jasobant Narayan Singhlal warmly welcomed all attendees to the second edition of the webinar series for the 2025–2026 academic year. He began by briefly revisiting key highlights from the previous session, helping participants connect the continuity of discussions. Emphasising the importance of focused participation, he encouraged students to engage actively and absorb the insights shared. He highlighted that such learning sessions are valuable opportunities for students to expand their understanding and gather the necessary information to make well-informed and confident career decisions.

## Scope to use social media and AI tools to explore different career options:

Students can effectively use social media and AI tools to explore and discover a wide range of career options by leveraging the platforms and technologies available to them. On social media platforms like **LinkedIn, YouTube, Instagram, and Twitter (X)**, students can follow professionals, industry leaders, and career guidance pages to gain real-world insights into various professions. Educational content such as career talks, day-in-the-life videos, and skill-building tutorials help students understand different career paths. LinkedIn allows students to explore job roles, connect with mentors, and learn about trending careers. Similarly, by using Facebook and Instagram, students can access many educational and career-related content through secondary research as there are many influencers who have been building similar contents.

AI tools like **ChatGPT** use data-driven suggestions to help students match their interests and strengths with suitable career options. Moreover, AI-powered resume builders, mock interview platforms, and online learning portals like Coursera or Khan Academy help students prepare for their chosen paths.

By combining the reach of social media with the intelligence of AI tools, students can make well-informed career decisions, gain exposure to global opportunities, and build the necessary skills to pursue their goals confidently.

## Advice on Social Media Content for Career Development

### What kind of content should students post on social media, that can help in building a positive digital identity for their future careers?

To build a positive digital identity that supports future career goals, students should focus on sharing purposeful, professional content on their social media profiles.

1. They can begin by posting about their **academic achievements, certifications, or projects** they have worked on, which reflect their commitment to learning and personal growth.
2. Sharing **insights from workshops, webinars, or internships** helps show active engagement in skill development. Platforms like LinkedIn are ideal for writing brief reflections on what they learned from these experiences.
3. Students can also post about **volunteering activities, social causes, or community service**, which highlight character and responsibility; traits valued by future employers.
4. Creating or sharing **content related to career interests—such as articles on technology, healthcare, design, or entrepreneurship** demonstrates focus and passion.
5. Participating in relevant **online challenges, hackathons, or competitions**, and posting the **outcomes (even learnings from failures)**, adds credibility.
6. It is also important to **engage respectfully in discussions**, avoiding negative, offensive, or controversial content.

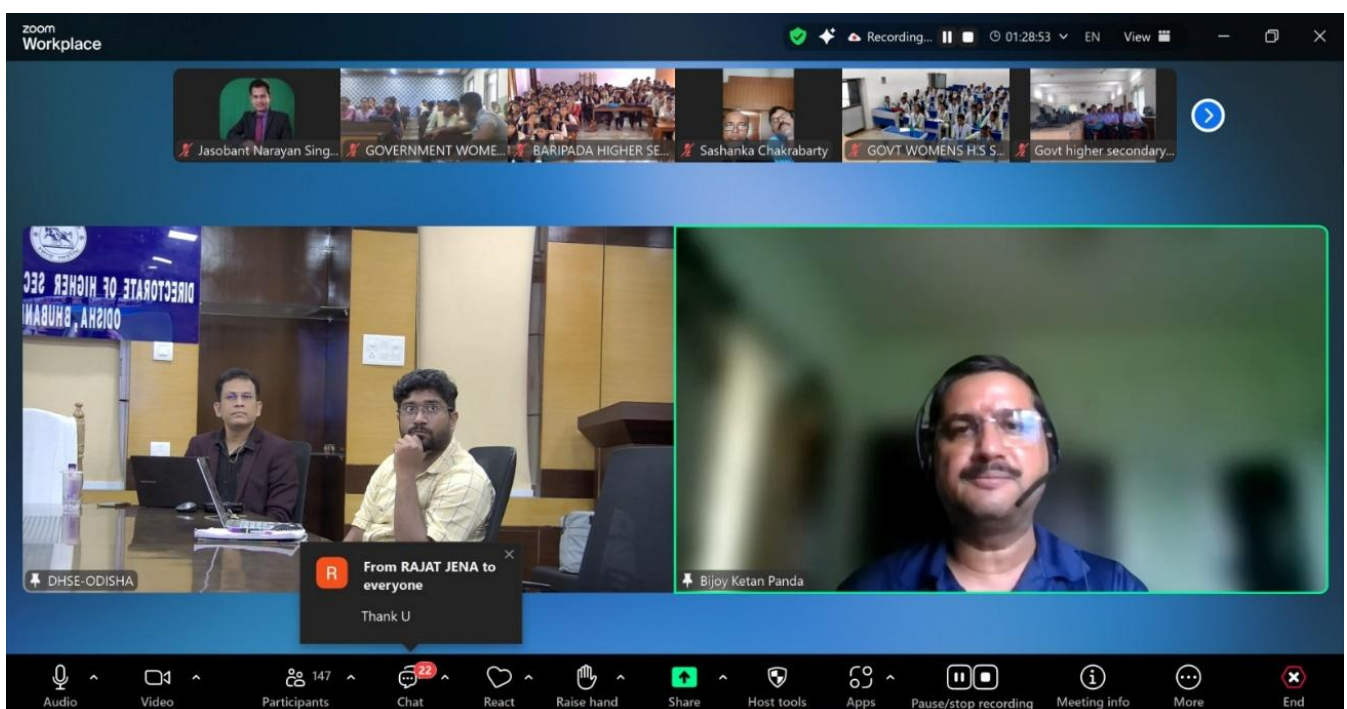
Using real names and professional profile pictures also enhances trust. Over time, such thoughtful content builds a strong, positive personal brand, helping students stand out to recruiters, mentors, and institutions and opening doors to future opportunities.

### Ways to balance Social Media Use:

Balancing social media use is essential for students to ensure it remains a tool for learning and career building, rather than becoming a distraction. Here are some effective strategies:

- **Set Clear Goals:** Students should define why they are using social media—whether to learn, network, or explore career options. With clear objectives, it becomes easier to avoid random scrolling and stay focused.
- **Schedule Usage Time:** Allocate specific time slots in the day for using social media. Tools like screen time monitors or app limiters (e.g., Digital Wellbeing, Forest app) can help manage usage and reduce distractions during study hours. Social media use must be **balanced, regulated and limited**, to prevent addiction and other negative impacts.
- **Follow Purposeful Accounts:** Students should follow educational pages, career mentors, institutions, and professionals related to their areas of interest. This transforms their feeds into learning spaces filled with useful insights and updates.
- **Use Professional Platforms:** Platforms like LinkedIn can be used to build a digital portfolio, network with industry experts, and access career resources. Keeping personal and professional profiles separate also helps in managing content and focus.
- **Create Instead of Consume:** Sharing blogs, achievements, or reflections encourages self-expression and builds a strong digital identity.
- **Take Regular Breaks:** Practicing **digital detoxes**—short breaks from social media—can refresh the mind and reduce screen fatigue. Prioritise time—focus should be on academia, co-curriculars and future planning, and social media should only be engaged with for around 30-45 minutes per week.

By using these strategies, students can transform social media from a source of distraction into a powerful tool for growth, learning, and career advancement.



## Common mistakes on social media that negatively affect future opportunities:

Students often make certain mistakes on social media that can harm their digital reputation and impact



future academic or career opportunities. One common mistake is **posting inappropriate content**, such as offensive language, insensitive jokes, or images that **reflect poor judgment**. Employers and colleges frequently review social media profiles, and such content can leave a **negative impression**.

Another mistake is **oversharing personal information**, which not only **risks privacy** but also dilutes the professionalism of their online presence. Students may also engage

in **online arguments or controversial debates**, which can be seen as a lack of maturity or emotional control.

In today's digital age, students spend a significant amount of time on social media, engaging with a wide variety of content. While these platforms offer opportunities for learning and connection, it has been observed that many young minds begin to **compare themselves with others they see online**. Influenced by curated lifestyles and unrealistic portrayals of success, they **often feel inadequate or left behind**. This comparison can lead to **low self-esteem, anxiety, and even depression**.

Without fully understanding the consequences, students may **imitate trends or behaviours** they see online—some of which may be harmful or misleading. The constant **pressure to fit in or gain social validation can negatively affect their mental well-being**. It is crucial to create awareness among students about responsible social media use and the importance of valuing their own journey. Building **digital literacy and emotional resilience** is key to helping them navigate the online world safely and mindfully.

Additionally, many students ignore privacy settings, allowing strangers or unintended audiences to access their content. Posting **misleading or exaggerated achievements** is another red flag, as it raises questions about credibility when background checks are done. Lastly, **failing to use social media for positive engagement; like learning, networking, or showcasing skills**: is a missed opportunity. Being mindful of these mistakes helps students maintain a clean, responsible, and career-friendly digital identity.

## AI tools helping students improve skills:

AI tools can be powerful learning companions for students, especially when access to coaching or personal guidance is limited. These tools offer personalized, on-demand support that can help bridge learning gaps and build essential skills.

One of the key benefits is **24/7 availability**. AI-powered apps like ChatGPT, Khan Academy's Khanmigo allow students to **ask questions, solve problems, and receive explanations** anytime, without needing a tutor. This is particularly useful for students in remote or under-resourced areas. AI can also offer **personalized learning** experiences. Platforms like Coursera, Duolingo use AI to track **progress and suggest customized learning paths** based on strengths and weaknesses. This adaptive approach helps students learn at their own pace.

**Language and writing tools** such as Grammarly help refine communication skills, while platforms like YouTube with AI-recommended content expose students to diverse subjects and **real-world applications**. AI also introduces students to **new-age skills like design** through interactive platforms like Canva AI. In short, AI tools democratize access to quality education, making self-learning more structured, interactive, and effective; especially where traditional coaching options are limited.

### Free or low-cost AI or digital tools to enhance academic learning and career readiness:

Several free or low-cost AI and digital tools can significantly enhance students' academic learning and career readiness:

1. **Grammarly:** A writing assistant that helps improve **grammar, spelling, and tone**. It's ideal for polishing essays, reports, and professional emails, boosting communication skills essential for any career.
2. **ChatGPT:** Useful for **explaining complex topics, generating ideas for projects**, preparing for **interviews, or practicing problem-solving**. It offers 24/7 personalized learning support.
3. **Canva:** A user-friendly design tool that allows students to **create presentations, resumes, posters, and portfolios**—key for showcasing creativity and professional branding.
4. **Google Gemini AI:** Offers **smart writing suggestions, summarization, and research** help integrated across Google tools like Docs and Search. It's great for quick understanding and idea generation.
5. **Microsoft Copilot:** Embedded in **Word, Excel, and PowerPoint**, it helps automate writing, data analysis, and slide creation; skills valuable in academic and workplace settings.
6. **Meta's Educational Resources:** Meta offers platforms like Facebook and Instagram that, when used wisely, can support career building through **content sharing, networking, and discovering learning communities**.

These tools not only support academic success but also build digital literacy and readiness for future careers. At the same time, AI tools do not always provide accurate or authentic information. They can occasionally generate false content, misinformation, hallucinations, or misleading guidance.

### Attendees List:

| School / College Name                                        | SAMS Code of School | District Name | No. of Students attended: Class XI | No. of Students attended: Class XII | No. of Faculties attended |
|--------------------------------------------------------------|---------------------|---------------|------------------------------------|-------------------------------------|---------------------------|
| <b>Total</b>                                                 |                     |               | <b>188</b>                         | <b>3593</b>                         | <b>380</b>                |
| Bapuji Higher Secondary School                               | 19052102            | Kandhamal     | 0                                  | 139                                 | 6                         |
| Bubel Nodal Higher Secondary School                          | 22119102            | Bolangir      | 0                                  | 29                                  | 6                         |
| Anchalik HS School, Kushang                                  | 09039104            | Bolangir      | 0                                  | 145                                 | 7                         |
| Panchayat Govt Higher Secondary School, Kholan               | 30109101            | Bolangir      | 0                                  | 76                                  | 6                         |
| S. C. S. HS School, Puri                                     | 09061802            | Puri          | 0                                  | 72                                  | 25                        |
| U. G. M. HSS, Sector 20, Rourkela.                           | 05032102            | Sundargarh    | 0                                  | 77                                  | 7                         |
| Indira Memorial Higher Secondary School, Chandiput, Gajapati | 17102101            | Gajapati      | 0                                  | 75                                  | 5                         |

| School / College Name                                     | SAMS Code of School | District Name | No. of Students attended: Class XI | No. of Students attended: Class XII | No. of Faculties attended |
|-----------------------------------------------------------|---------------------|---------------|------------------------------------|-------------------------------------|---------------------------|
| Govt. HSS, Titilagarh                                     | 27121101            | Bolangir      | 0                                  | 12                                  | 2                         |
| Sahid Memorial Higher Secondary School, Manida            | 08012101            | Mayurbhanj    | 0                                  | 113                                 | 10                        |
| Panchapali Govt.Higher Secondary School, Nuadihi          | 13011801            | Deogarh       | 0                                  | 35                                  | 4                         |
| Shree Jagannath Govt HSS, Golabandha                      | 15131101            | Keonjhar      | 0                                  | 68                                  | 4                         |
| Kamala Devi Women's Higher Secondary School, Pankapal     | 11261101            | Jagatsinghpur | 0                                  | 15                                  | 6                         |
| Gurukrupa Higher Secondary School, Pubasasan Pipili       | 07182204            | Puri          | 60                                 | 83                                  | 12                        |
| Sudam Charan H.S School Chandanbhati                      | 03111101            | Bolangir      | 0                                  | 56                                  | 8                         |
| Brajarajnagar HS School, Jharsuguda                       | 12031102            | Jharsuguda    | 0                                  | 83                                  | 6                         |
| Bharat Institute of Science & Technology, HSS             | 18109101            | Khurda        | 28                                 | 13                                  | 6                         |
| Govt. HS School, Bonaigarh                                | 19052102            | Sundargarh    | 0                                  | 9                                   | 1                         |
| Government Women's Higher Secondary School, Jeypore       | 22119102            | Koraput       | 0                                  | 33                                  | 14                        |
| Panchayat Government Higher Secondary School, Taramakanta | 09039104            | Keonjhar      | 0                                  | 16                                  | 3                         |
| Govt. Higher Secondary School Phulbani                    | 30109101            | Kandhamal     | 0                                  | 70                                  | 15                        |
| Women's Higher Secondary School, Khandapara               | 09061802            | Nayagarh      | 0                                  | 104                                 | 8                         |
| Sudam Charan H.S School Chandanbhati                      | 05032102            | Bolangir      | 0                                  | 56                                  | 8                         |
| Bhimkund HS School, Dumuria                               | 17102101            | Keonjhar      | 0                                  | 58                                  | 7                         |
| Kudei Women's Higher Secondary School                     | 27121101            | Balasore      | 98                                 | 98                                  | 6                         |
| Kamala Kishori Rout Mahila H.S School, Kusunnagar         | 08012101            | Bhadrak       | 0                                  | 85                                  | 10                        |
| Balasore Higher Secondary School, Sovarampur, Balasore    | 13011801            | Balasore      | 0                                  | 38                                  | 6                         |
| Sridhar Higher Secondary School Borasingi, Surada, Ganjam | 15131101            | Ganjam        | 0                                  | 55                                  | 5                         |
| K.D.A Higher Secondary School                             | 11261101            | Cuttack       | 0                                  | 115                                 | 20                        |

| School / College Name                                     | SAMS Code of School | District Name | No. of Students attended: Class XI | No. of Students attended: Class XII | No. of Faculties attended |
|-----------------------------------------------------------|---------------------|---------------|------------------------------------|-------------------------------------|---------------------------|
| Kamala Kishori Rout Mahila H.S School Kusunnagar, Bhadrak | 07182204            | Bhadrak       | 0                                  | 85                                  | 10                        |
| Salandi HS School, Uttarabahini                           | 03111101            | Bhadrak       | 0                                  | 54                                  | 5                         |
| Satchidananda Higher Secondary School, Indipur            | 12031102            | Dhenkanal     | 0                                  | 80                                  | 3                         |
| Govt. HS School, Salandi, Uttarabahini                    | 18109101            | Bhadrak       | 0                                  | 16                                  | 1                         |
| Govt. HS School, Telkoi                                   | 19052102            | Keonjhar      | 0                                  | 10                                  | 2                         |
| Biswo Tarini Women's HS School                            | 22119102            | Keonjhar      | 0                                  | 55                                  | 4                         |
| Tusra H.S. School, Tusra                                  | 09039104            | Bolangir      | 0                                  | 142                                 | 6                         |
| Sri Gupteshwar HS School, Gopapur                         | 30109101            | Ganjam        | 0                                  | 30                                  | 6                         |
| Acharya Harihar HS School                                 | 09061802            | Khurda        | 0                                  | 118                                 | 18                        |
| Krushnachandrapur HS School                               | 05032102            | Mayurbhanj    | 2                                  | 153                                 | 15                        |
| S. S. S HS School, Gaudakateni                            | 17102101            | Dhenkanal     | 0                                  | 120                                 | 9                         |
| Kalyaniray HS School, Rourkela                            | 27121101            | Sundargarh    | 0                                  | 106                                 | 12                        |
| Govt. Vocational HS School                                | 08012101            | Dhenkanal     | 0                                  | 8                                   | 5                         |
| P. S. HS School, Deogaon                                  | 13011801            | Bolangir      | 0                                  | 80                                  | 7                         |
| Kendrapara Evening HS School                              | 15131101            | Kendrapara    | 0                                  | 132                                 | 13                        |
| Jagadamba Govt HS School                                  | 11261101            | Rayagada      | 0                                  | 117                                 | 6                         |
| Kandhal HS School, Kandhal                                | 07182204            | Deogarh       | 0                                  | 61                                  | 5                         |
| Govt. HS School, Balichandrapur                           | 03111101            | Jajpur        | 0                                  | 6                                   | 2                         |
| Balaji Government HS School                               | 12031102            | Kalahandi     | 0                                  | 24                                  | 2                         |
| Government Higher Secondary School                        | 18109101            | Ganjam        | 0                                  | 93                                  | 6                         |
| Emarti Devi Womens HS School                              | 19052102            | Cuttack       | 0                                  | 52                                  | 4                         |
| Chandra Sekhar Govt HSS, Jagdalpur                        | 22119102            | Baragarh      | 0                                  | 102                                 | 7                         |
| Kunja Bihari Govt HSS, Nuagaon                            | 09039104            | Jagatsinghpur | 0                                  | 40                                  | 6                         |
| Pateswar Higher Secondary School                          | 30109101            | Keonjhar      | 0                                  | 81                                  | 3                         |
| <b>Total</b>                                              |                     |               | <b>188</b>                         | <b>3593</b>                         | <b>380</b>                |
| <b>Grand Total</b>                                        |                     |               | <b>4521</b>                        |                                     |                           |

### Questions asked by the attendees:

| School / College / Students Name | Questions Asked                                                                                       | Answers Communicated                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sovarampur HS School, Balasore   | How to avoid negative side of social media?                                                           | To avoid the negative side of social media, set time limits, follow positive content, avoid comparison, use privacy settings, think before posting, and take regular breaks. Focus on learning, connecting meaningfully, and protecting your mental and emotional well-being.                                                                                                             |
| J. D. HS School                  | How much times we should spend per day on social media?                                               | Ideally, students should limit social media use to 30–60 minutes per week. This ensures time for learning, rest, and offline activities, while still staying connected. Using screen time apps can help maintain a healthy balance and prevent overuse.                                                                                                                                   |
| Baripada HS School               | How can AI be useful to us?                                                                           | AI can be useful in many ways—it helps us learn faster, solve problems, automate tasks, and make better decisions. From personalized education and smart assistants to healthcare and career planning, AI saves time, improves efficiency, and enhances our ability to adapt and grow in a digital world.                                                                                 |
|                                  | Why are students more addicted to social media usage and very less content knowledge?                 | Students often get addicted to social media due to instant entertainment, peer validation, and constant notifications. These platforms offer quick gratification but little educational value. As a result, time spent scrolling replaces reading or learning, leading to reduced content knowledge and shallow understanding of important academic or career-related topics.             |
| B. A. Jr. College                | How to find the right network in LinkedIn based on the student's interest, as the options can be many | To find the right network on LinkedIn, students should search by specific interests, industries, or job roles. Follow professionals, join relevant groups, and connect with alumni or mentors in their field. Use keywords and filters to narrow results and build a focused, meaningful professional network.                                                                            |
| Principal, Brajraj Nagar College | What are some social media tools that are most effective for the students                             | Effective social media tools for students include LinkedIn for networking and career exploration, YouTube for educational videos, Instagram for following learning pages, Telegram for study groups, and Twitter (X) for updates on trends and opportunities. However, you also need to avoid engaging in chat groups available in different platforms such as; Telegram. These platforms |

| School / College / Students Name         | Questions Asked                                                                                                                                            | Answers Communicated                                                                                                                                                                                                                                                                                           |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                          |                                                                                                                                                            | support both learning and career growth when used wisely.                                                                                                                                                                                                                                                      |
| P.S. HS School, Deogaon                  | How to recognise an authentic source on internet                                                                                                           | To recognize an authentic source online, check the author's credentials, the website's domain (like .edu, .gov), publication date, citations, and writing quality. Cross-verify with trusted sources, avoid sensational headlines, and ensure the content is backed by evidence and reputable organizations.   |
| Soro Women's HS School                   | Can you suggest best social media platform for +2 students                                                                                                 | The best social media platform for +2 students is LinkedIn, as it helps with career exploration, networking, and learning. YouTube is also valuable for academic support and skill-building through free educational videos and tutorials.                                                                     |
| Belpahar HS School                       | How can we know which are fake message in social media?                                                                                                    | To identify fake messages on social media, check the source, verify facts with trusted websites, watch for spelling errors, emotional or sensational language, and lack of evidence. Avoid forwarding unverified content and use fact-checking tools like Alt News or PIB Fact Check.                          |
| Kamala Devi Women's HS School, Pankapala | How can teachers and parents effectively limit students' and teenagers' social media usage without being overly restrictive?                               | Teachers and parents can guide healthy social media use by setting clear boundaries, encouraging offline activities, promoting digital literacy, and leading by example. Open communication and involving teens in setting limits help build trust and responsible, balanced screen habits.                    |
|                                          | What are the implications of AI-powered social media on our mental health and well-being?                                                                  | AI-powered social media can impact mental health by promoting addictive usage, comparison, and targeted content that influences emotions. However, when used mindfully, it can support well-being through positive content, personalized learning, and mental health resources. Balance and awareness are key. |
| Kamala Devi Women's HS School, Pankapala | How can student of teenagers develop critical thinking skills to evaluate AI-generated information effectively, rather than simply copying and pasting it? | Teenagers can develop critical thinking by questioning sources, cross-checking facts, analysing context, and understanding biases in AI-generated content. Teachers should encourage discussion, reflection, and original thought to help students use AI tools wisely, not just copy information blindly.     |

| School / College / Students Name | Questions Asked                                                    | Answers Communicated                                                                                                                                                                                                                                                                             |
|----------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BIST HS School                   | Can AI give a better answer to students' questions than a teacher? | AI can provide quick, accurate answers and personalized support, but it lacks the emotional understanding, mentorship, and real-life experience that teachers offer. The best learning happens when AI tools complement teachers, not replace them—combining speed with human guidance and care. |
|                                  | Does AI generate text free from plagiarism?                        | AI generates original text, but it may unintentionally resemble existing content. Students should always review, edit, and cite properly to avoid plagiarism. You may use Grammarly for plagiarism check in your documents.                                                                      |

## Photo Gallery:



