



# SOCIAL MEDIA MASTERY FOR DEV ORGANIZATIONS

3- Day Residential Training in Muree

4 - 6 October , 2016





## EVERYONE'S TALKING ABOUT YOU!

In the age of social media, everyone's talking about you.

Want to make social media work for your organization?  
This social media training will give you the knowledge and tools you need to maximise your social media efforts.

From the simple basics of Facebook and Twitter through to the more advanced stages of monitoring and insight, we'll show you how social media works, why it's so successful and what you can do to harness it, to take benefit from it - and enjoy it.

Social media can be complex but it is also one of the most exciting, mobile and inclusive areas of digital communications. Our training has been designed to help you understand the world of social media better.

Oct 4 - 6, 2016

Murree

Venue details will be shared  
with confirmed participants

**community**  
WORLD service ASIA  
peace  
resilience  
dignity

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“ WE DON'T HAVE A CHOICE ON WHETHER WE DO SOCIAL MEDIA, THE  
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QUESTION IS HOW WELL WE DO IT -Eriq Qualman



#### FACILITATOR

Saad Hamid is a digital innovation and design consultant who is currently serving as the CEO of DEMO which helps individuals, organizations and communities solve problems through design and digital interventions. Saad has extensive experience in the digital, design and innovation landscape and has worked with IDEO, UNICEF, UNHCR, UKaid, Invest2Innovate, TED, Google, WEF, Upwork, Mobilink and World Bank. Saad is also an Acumen fellow!



[Community World Service Asia](#) is a regional organization implementing humanitarian and development initiatives in Asia. We aim to address factors that set people apart by promoting inclusiveness, shared values, diversity, and interdependence. Marginalized communities are assisted irrespective of race, faith, color, age, sex, economic status, or political opinion. Respecting the right to choose how to live, we work with marginalized communities in order for them to overcome inequality and lead dignified, peaceful, and resilient lives.

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## COURSE OVERVIEW

In this 3- day residential training participants will be taken through a range of learning and activities.

**Blogging** - how to start a blog, how to generate revenue, how to use it for activism.

**Microblogging** - how does it work, what are the pros and cons, how to launch a microblog

**Facebook** - Creating a page, making a campaign, advertising to the masses, activating an audience.

**Content** - How to create real and unique content, types of content that attract people, Polls and interactive content.

**Advocacy** - using social media to generate noise and start a movement, best practices in social media for dev organizations

**Video** - Making original interactive content, running a video chat through Facebook Live, creating small but good videos

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## WHO SHOULD ATTEND

This training is suitable for anyone belonging to the development sector whether in programs, support role, communications, monitoring & evaluation or even HR. Participants should have basic knowledge of using internet and a Facebook account.

### FEE

**PKR 15,000 which includes accommodation in Murree, breakfast buffet, lunch and dinner. .**  
Deadline for submission of application is September 26, 2016. **Applications received before September 19, 2016 will receive a 10% early bird discount.** Fee should be made payable to Community World Service Asia. Participating organizations will be responsible for including their respective withholding tax (WHT) along with the fee.

## Registration

[CLICK TO REGISTER!!](#)

Once your registration is received, you will receive a confirmation e-mail.

| For further details, please contact us: [cip@communityworldservice.asia](mailto:cip@communityworldservice.asia) |  
Address: P.O. Box #1362 |Islamabad, Pakistan | Pakistan | 051-5496532-4  
| 0345-5000817 |

**Disclaimer:** Community World Service Asia reserves the right to cancel or postpone the training if circumstances require. Registered participants will be informed with 100% amount refund. In case a participant fails to appear in a workshop or is withdrawn by the nominating organization, no full/ partial refund of fee will be possible.

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