



Greetings from Community World Service Asia!

We are pleased to offer a **3-Day residential training** on Social Media titled **“Social Media Mastery for Dev Organizations”** scheduled to take place in Murree from **October 4-6, 2016**. The training is very beneficial and practical in nature for the managers, and will touch all the important aspects of Social Media Management currently needed in the development sector.

Objective

The objective of the training is to introduce the participants with the knowledge and tools for social media through which they can use it effectively for advocacy. They will learn:

- The purpose and objective of social media platforms
- Strategies, tips and tricks to make social media effective
- How to use tools for social media automation

About this Training

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

From the simple basics of Facebook and Twitter through to the more advanced stages of monitoring and insight, we will show you how social media works, why it is so successful and what you can do to harness it, exploit it - and enjoy it.

Who is this training for? – 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.

Methodology - Simulations & Activities, Participatory & Interactive Learning

The resource person – 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!

If you wish to register yourself or nominate any person(s) from your organization, **please fill the online application form by clicking on the following link:**

https://docs.google.com/forms/d/e/1FAIpQLScWwbRnKkdrj57_F6C40pLCXMxOPGzBdxP-hheYWxh_cZvjUQ/viewform?usp=send_form

Please note that the deadline for receiving applications is **26 September 2016**. Upon receiving the application, we will inform you via confirmation email at the earliest.

The participants have to contribute **PKR 15,000/- (Fifteen Thousand Only)** which would include costs for **accommodation (with breakfast), training materials, buffet lunch, dinner and tea**. The amount does NOT include travel cost of the participants to and from the venue.

Early-Bird Discount

If you submit your application and fee by September 19, 2016, you will get a 10% discount (meaning the fee will be PKR 13,500/- only).

For additional details, please refer to the attached brochure. Should you require any further information, please feel free to contact us on 0345-5109355 or 051-5496532 or you can email us at cip@communityworldservice.asia

Thanking you and assuring you of our best cooperation and services at all times.

Regards,
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