

Social Media Training on advanced use of Facebook and Twitter

October 26, 2016 - New Delhi



With the aim to orient stakeholders in the development sector to maximize the power of their social media presence, Digital Empowerment Foundation (DEF) in partnership with the Friedrich Naumann Foundation (FNF) organised a Social Media for Empowerment workshop at India Habitat Centre, New Delhi, on October 26, 2016.

The workshop targeted civil society organisations, youth, academicians and entrepreneurs to understand more than just the basics of Facebook and Twitter for increased awareness, better outreach, wider networking, promotion and marketing. Forty-two registered participants from New Delhi and NCR participated in the interactive workshop to acquire practical social media skills for their respective target audience.

Dr. Ronald Meinardus, Regional Director South Asia at FNF initiated the workshop with the fundamentals of ‘engagement’ on social media. He involved the audience in a discussion on the need to recognise how things have gone beyond simply sending across a good message; today it’s almost imperative to engage the stakeholders in a conversation. For this purpose, he

emphasised on establishing an online voice and a social media presence which invites engagement.

Following Dr. Meinardus' session, Ravi Guria of DEF addressed the audience on digital content creation for better outreach and deeper dissemination of information/activities using Facebook and Twitter. He added that the key is to have a storyline with character, conflict or desire, even if it's very short.

Various group activities were conducted during the workshop to introduce the participants to integral components of digital storytelling and digital communication skills. The interactive sessions throughout the workshop threw the spotlight on social media management, social media strategies, digital content creation & curating, research & analysis for content, learnings from best practices, and knowledge of emerging technology & applications. The discussions and exercises helped encourage participants to apply social media tools and learning for personal and professional purposes. The participants also shared examples from their experiences, thereby demonstrating more social proofs.

Guest Speaker Priyanka Kher, Head of Media Hub at Breakthrough, talked primarily about campaign designing. She highlighted the significance of innovative hashtags and generating interest among audience through intelligent and well-thought campaigns. Priyanka addressed the audience to develop effective campaigns that will engage their audience while ensuring dissemination of information for timely events such as conversations, mentions, call to action and announcements on social media. She also underlined the importance for creating strategies (rather than simply publishing randomly selected posts) and including pre-planning, budget, resources, monitoring and design for implementing effective campaigns.

Another Guest Speaker, Japleen Pasricha, Founder of FeminismInIndia.com, meanwhile discussed with the participants how NGOs can use social media to amplify their work, especially through Twitter, blogs and Instagram.

At the end of the workshop, participants left with the understanding and need to integrate Facebook and Twitter for all external communication to maximise reach and impact. The participants also left with better knowledge on strategising their social media presence. The workshop helped build confidence among the participants to efficiently manage their online channels, and curate and publish quality content to escalate their reach and help spread the message for their cause and initiatives.