

Enhancing social media development in the Land of Gods

#Uttarakhand #Uttarkashi #sm4euttarkashi



Digital Empowerment Foundation in partnership with the Friedrich Naumann Foundation (FNF), in support of District Magistrate of Uttarkashi and Mission for Anath Development & Welfare Society, hosted a Social Media for Empowerment Workshop at the Collectorate Office Uttarkashi, on October 18, 2016.

With about 100 registered participants from various disciplines, the one-day workshop, focused on the basics of social media and understanding of the digital tools. Representatives from NGOs, government institutions, gram panchayat and educational institutes spent in-depth attention to understand concrete and realistic goals that outline the use of social media and the two-way process involved in the use of social media.

District Collectorate of Uttarkashi hosted their first social media workshop with the aim to bring effective social change using social media tools and strategies. The Chief Guest of the workshop, Additional District Magistrate Ashok Kumar Pandey, addressed the participants and stressed on the need to strengthen mutual accountability among civil society organisations and government bodies with the help of and digital tools. He also emphasised on the role of e-Governance and how social media has the capacity to rebuild relationships with citizens and increase the level of citizen engagement and participation in civic activities. With this in mind, he added, that the government has already begun to incorporate ICT into their work, processes and services to enhance people's quality of life and improve public service and performance.

Deependra Kumar Chaudhari (IAS, DM), Uday Singh Rana (Chief Development Officer), Devendra Singh Patwal (District Disaster Management Authority), Ranjeet Kumar Singh (District Information Officer), Ashok Kumar Chauhan (Executive Engineer PWD), Shanti Lal Shah (ADEO), Chandan Singh Panwar (Block Pramukh Bhatwari), Anil Rawat (President Pradhan Sangathan Block Bhatwari) and Ajay Puri (President Hotel Association) from Uttarkashi, among others, participated enthusiastically in the workshop to understand the benefit of social media in carrying out their responsibilities and interacting with citizens in an effective and efficient way.

In the first part of the workshop, participants were oriented on the basics of storytelling and how can the various methods of storytelling be used to create digital content effectively. The participants keenly discussed and learned about how to conceptualise a storyline by engaging characters. They also understood how a multiplatform approach will optimise the likelihood of social change through social media.

Many attendees were familiar with Facebook but a new medium of quick communication was seen in the understanding of Twitter, which turned out to be the highlight of the workshop with several participants resolving their queries about the platform. They were astonished to see the power of Twitter when exposed to how it allows one to establish an online community and quickly talk within the community.

Further, the workshop led the participants through the process of developing a social media strategy to ensure the right selection of tools and tactics in a way that makes sense for their respective causes and initiatives.

Later in the day, a hands-on session saw participants designing dummy campaigns for Facebook in small groups. Sharing of best practices and discussion on case studies throughout the workshop offered a practical guide to the participants, helping them understand social media in a more interactive manner.

Towards the end of the workshop, six social media agents were selected from Uttarkashi and assigned the task to create a Facebook page for 'SM4EUttarkashi'. The page will be used to promote disaster preparedness tips and management, equipment and procedures and emergency management, among other things. More and more people will eventually be added from Uttarkashi to broaden the scope for awareness and information.

At the end of the workshop, the participants left with a comprehensive plan for how to proceed with social media in their personal and professional lives. The workshop helped the participants to connect with institutions for enhancing participation and collaboration. It also helped them understand that social media is not only an IT application but also a significant communication tool that affects how individuals interact, communicate and connect with each other and enables them to share text, video and audio files. Moreover, social media offers individuals with an easy way to access information they need and build a relationship they want through a huge human network available through it.



Enhancing social media development in the Land of Gods #Uttarakhand #sm4euttarkashi @FNFSouthAsia pic.twitter.com/pnGsiAwm2h

 AANCHAL MITTAL @MITTALAANCHAL91 · 7 DAYS AGO



All set to bring Social Media awareness in the hill station of #Uttarakhand #Uttarkashi #sm4euttarkashi @DEFIndia @FNFSouthAsia

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District Collector's Office in #Uttarkashi hosting their first #Sm4euttarkashi workshop to bring digital change @DEFIndia @FNFSouthAsia


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 **Akhil punj**
@Akhilpunj7


#Sm4euttarkashi

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AGO


 **kavita bisht**
@kavitab20393870


#sm4euttarkashi I'm glad to being a part of this organization.

 7 DAYS
AGO


 **Ajay Puri**
@AjayPur06489122


#sm4euttarkashi ,participating digital workshop in District Magistrate office

 7 DAYS
AGO


 **sanjay semwal**
@sanjaysemwal11


#sm4euttarkashi thanks for organizing this kind of ulworkshop in rural india. it is really good to expose myself with new era of media

 7 DAYS
AGO


 **Diwan singh**
@Diwansi64922244

#sm4euttarkashi

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 **sunil rana**
@sunilra78763763

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#sm4euttarkashi pic.twitter.com/oU8EQffu8o

 **SANTOSH** @SANTOSHSTAN · 7 DAYS
AGO

 **Jagroshan Singh**
@Jagroshansingh6

A wonderful and interesting workshop in uttarkashi #sm4uttarkashi

 7 DAYS
AGO



Residents of #uttarkashi are geared up to usher in digital transformation into their lives @DEFIndia
@FNFSouthAsia #sm4uttarkashi

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 RAVI - 7 DAYS
GURIA @RAVIGURIA AGO



Today i have participate a wonderful workshop in Uttarkashi #sm4uttarkashi
[pic.twitter.com/wKrlCiUDAZ](https://t.co/wKrlCiUDAZ)

 SUNIL K. - 7 DAYS
VARUN @SKVARUN_GRACES AGO



Empowering the efforts of NGO's, panchayat, govt doing social good through social media in [#sm4Uttarkashi](#) @FNFSouthAsia @DEFIndia [pic.twitter.com/yjGjylALXc](#)<https://t.co/yjGjylALXc>[pic.twitter.com/yjGjylALXc](https://t.co/yjGjylALXc)

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 Sajal Baraily @BarailySajal

[#sm4uttarkashi](#)

 7 DAYS AGO

 Deepak Uppal @DeepakUppal9

One day workshop on social media empowerment. Learning day [#sm4uttarkashi](#)

 7 DAYS AGO



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 SANTOSH @SANTOSHSTAN · 7 DAYS AGO



Inauguration of first #sm4euttarkashi workshop in #uttarkashi @DEFIndia @FNFSouthAsia
pic.twitter.com/hWcMDoycLo

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How to form a story to engage and communicate through an exercise #sm4euttarkashi @DEFIndia
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Ensuring the implementation of social media tools among various stakeholders in #sm4euttarkashi
 @FNFSouthAsia @DEFIndia
pic.twitter.com/ZzuOUXN1y7<https://t.co/ZzuOUXN1y7><https://pic.twitter.com/ZzuOUXN1y7>

AANCHAL - 7 DAYS
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Icebucketchallenge campaign #sm4euttarkashi pic.twitter.com/kfvlqRAO9c

 **SUNIL K. VARUN** @SKVARUN_GRACES · 7 DAYS AGO



ADM addressing participants #sm4euttarkashi @DEFIndia @FNFSouthAsia
pic.twitter.com/1nZWbHC1b6

 **RAVI GURIA** @RAVIGURIA · 7 DAYS AGO

 **Sunil K. Varun**
@SKVarun_GRACES

social media is the easiest way to express your expression in front of anybody else
#sm4euttarkashi

 7 DAYS AGO

 **Sunil K. Varun**
@SKVarun_GRACES

Story-telling is a language of emotion #sm4euttarkashi

 7 DAYS AGO



Network weaving thru social media to support greater citizen participation & transparent political processes #sm4euttarkashi @FNFSouthAsia [pic.twitter.com/BPUeVlAbGV](https://t.co/BPUeVlAbGV)<https://t.co/BPUeVlAbGV>[pic.twitter.com/BPUeVlAbGV](https://t.co/BPUeVlAbGV)<https://t.co/BPUeVlAbGV>[pic.twitter.com/BPUeVlAbGV](https://t.co/BPUeVlAbGV)

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NGO's, gram panchayat, govt reps leveraging the power of social media to advance their cause & initiatives #sm4euttarkashi @FNFSouthAsia [pic.twitter.com/UaQqPgiZ5M](https://t.co/UaQqPgiZ5M)

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#sm4euttarkashi leveraging connections to enhance participation, collaboration & offer new applications using social media @FNFSouthAsia pic.twitter.com/02aLKinHUB

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#sm4euttarkashi pic.twitter.com/T9JITo0n2e

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Group exercises...workshop participants designing campaign #sm4euttarkashi @DEFIndia @FNFSouthAsia pic.twitter.com/nzM6k4mzx0

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Strengthening mutual accountability among CSOs, govt inst & citizens thru social media
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Group presentations of the campaigns designed #sm4euttarkashi @DEFindia @FNFSouthAsia
[pic.twitter.com/VFEOgze0rY](https://t.co/VFEOgze0rY)

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Social media agents have pledged to will take the vision of #sm4euttarkashi workshop in #Uttarkashi forward @DEFindia @FNFSouthAsia
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