

Course No.	SC 204	
Course Title:	WORKSHOP ON CONQUER SOCIAL MEDIA TO BETTER ENGAGE PEOPLE <i>“Social Media Engagement: Why it matters and How to do it well”</i>	
Target Group: Officers of All Island Services and other Staff Grade Officers , Staff Grade Officers of SOEs	Duration: 02 Days	
Main Subject Areas:		
<ul style="list-style-type: none"> ▪ Different social media platforms ▪ Present your organisation online to increase the audiences ▪ Use of social media to communicate a clear and resonant message ▪ Strategic use of social media for the benefit of your organisation ▪ Do’s and Don’ts on Social Media 		
Learning Outcomes: On successful completion of the course, the participants will have the ability to		
<ul style="list-style-type: none"> ▪ Understand how social media works and relative benefits of the various platforms ▪ Engage different audiences in a better manner ▪ Learn to communicate clearly across a range of different platforms ▪ Develop the capacity of writing a powerful and attention-grabbing posts ▪ Contribute to heighten the image of your organisation 		
Course Fees: Rs. 5,000.00 *	Medium	English
Assessment Method	Group Work /Individual Work	
Course Coordinator	Ms.Samanthi Senanayake	

**Employees of Government Ministries, Departments and Provincial Councils are exempted from paying the course fee. (State Owned Enterprise (SOE) employees are not exempted from Course fee.*