

Course No.	SC 203	
Course Title:	WORKSHOP ON CONQUERING SOCIAL MEDIA TO BETTER ENGAGE PEOPLE "Social Media Engagement: Why it matters and how to do it well"	
Target Group: Public officers of Ministries, Departments and 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 the 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 powerful and attention-grabbing posts ▪ Contribute to heighten the image of your organisation 		
Course Fees: Rs.7,000.00 *	Medium	English
Assessment Method	Group Work /Individual Work	
Course Coordinator	Ms. Samantha Senanayake	
Contact Person	Nisal (011-5980291)	

**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.*