



“Social Media for Organizations”

(Three-Day Crash Course)

Overview

With more than 70,000 Bhutanese on Facebook and an ever-growing number on Twitter, organizations must learn how to use these tools to engage and interact with customers, clients, and the general public. In this technical, hands-on workshop, participants learn how to use Facebook pages and groups, Twitter, and blogs to enhance their organization’s communications.



Topics <ul style="list-style-type: none">● Introduction to social media● Social media: The good, the bad and the ugly● Blogging: Is it right for your organization?● How to blog, when to blog, what to blog● Facebook for organizations● Facebook page vs Facebook group● The ins and outs of Twitter● Interacting using YouTube● Technical tips and tricks● Connecting different media	Resources
Target Audience <p>Media and marketing officers, and other public-facing personnel who wish to use social media for their organization.</p>	Schedule <p>09:30 - 11:00 Session I 11:00 - 11:30 Tea Break 11:30 - 13:00 Session II 13:00 - 13:30 Lunch Break 13:30 - 15:00 Session III 15:00 - 15:30 Tea Break 15:30 - 16:30 Session IV</p>
	Duration <p>3 days</p>
	Class size <p>10-15 participants</p>

Instructors

Major (Ret’d) Boaz Shmueli, B.Sc., is faculty at Rigsum Institute. He has more than 30 years of IT-related experience. Mr. Shmueli writes the bi-weekly tech column in Kuensel's K2 magazine, and blogs at www.thimphutech.com.



Dr. Galit Shmueli is the SRITNE Chaired Professor of Data Analytics and Associate Professor of Statistics and Information Systems at the Indian School of Business. She teaches graduate courses on data analysis, data mining, forecasting, and related topics at the Indian School of Business and online at Statistics.com. Prof Shmueli authors several books including *Data Mining for Business Intelligence* and uses social media intensively.



Further Information

To schedule this crash course, kindly contact info@rigsum-it.com.