
TRAINING WORKSHOP ON LEVERAGING SOCIAL MEDIA FOR YOUR ORGANIZATIONAL GOALS

1. WHY SHOULD YOU ORGANIZE A SOCIAL MEDIA TRAINING WORKSHOP?

Social media has brought about a fundamental shift in the way people communicate and collaborate. Millions of people across the globe are now interacting through blogs, microblogs, widgets, social networking, social bookmarking, video and photo sharing, virtual worlds, wikis, mobile applications and more. The potential of new technology is tremendous and with ever-evolving services and user uptake, social media will play an increasingly important role in international development.

Social media has created an entirely new communications culture and leveraging Web 2.0 tools successfully requires new approaches and skills. Our tailored training package will build staff capacity in putting social media to use in a results-oriented, strategic way.

2. WHO IS THE TRAINING FOR?

All employees benefit from social media training. Social media is especially important when advocating, communicating, campaigning, fundraising, establishing thought leadership, reaching media and opinion leaders online as well as collaborating with stakeholders and partners. Hence, building capacity among teams responsible for communication and collaboration is of utmost importance.

3. WHAT DOES A TRAINING WORKSHOP ENTAIL?

Workshops are tailor-made to suit the requirements of each organization and team, and are designed to focus on your unique needs and skills level. An example training agenda, aimed at staff new to social media, includes the following elements:

- The social media communication and collaboration revolution
- Understanding the culture and rules of engagement of the social web
- How social media impacts on your sector and organization
- Social media tools for listening, communicating, and collaborating
- Using viral marketing techniques to get your message across
- Illustrative case studies
- Introduction to the basics of a social media strategy:
 - understanding how social media can support your objectives
 - mapping and understanding your audiences
 - selecting the right tools, channels
 - creating engaging content and messaging
 - developing a tactical, phased plan
 - resources required for its implementation
 - measuring and reporting results

The course content will be illustrated by recent examples from both UN and NGO experiences. Participants will also receive a comprehensive social media toolkit as well as a detailed social media glossary.



4. LEVERAGE SOCIAL MEDIA FOR YOUR ORGANIZATION – TAKE ACTION!

If you would like to talk with an expert about social media training for your organization, call or e-mail M4ID's Managing Director, *Mari Tikkanen*, or Manager, *Tiina Neuvonen*:

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M4ID prices its services for the not-for-profit sector, and an important motivation for M4ID is to support organizations that share similar values and goals in the fields of development and public health.

ABOUT M4ID

M4ID helps non-profit organizations leverage social media for development and health. M4ID is an unique agency that combines development sector knowledge and passion with the latest in communications technology, delivering results-oriented solutions for global audiences. M4ID has designed and executed social media projects and campaigns for global, regional and national agencies and has lead social media innovation for international emergency response, crises management and maternal health, among others.

Our trainers have provided extensive, tailored training for international and national agencies and are regular speakers at international events and training conferences. M4ID also heads up MA courses on New Media for the Not-for-Profit Sector at University of Helsinki.

OUR STRENGTHS

- Specialization in social media, new communication technology
- In-depth knowledge and passion for development and health
- Understanding of international agency needs
- Innovation and creativity

Visit www.m4id.fi to learn more about us and our services, view our portfolio as well as to follow our blog on social media in the not-for-profit sector.

