Many Cambodian NGOs use Facebook as a platform to reach out to their audience and promote their activities, but some lack expertise to produce compelling content and engage their audience effectively. To help organizations overcome this challenge, VBNK offers a hands-on Social Media Training course focused on how to manage a successful Facebook page and develop a simple action plan to create compelling content.

**The Three-Day Training Includes**

1. Hands-on exercises to develop engaging social media content using Facebook Insights
2. Practical photography sessions using smartphones to improve your photo quality
3. Introduction to creative digital design
4. Interactive sessions to develop a one page social media action plan for your organization

**By the End of this Training, Participants Will Be Able To**

- Understand how to manage an engaging Facebook page and check and use insight data
- Be able to create interactive and engaging content
- Understand how to use some free and low-cost content creation tools available online
- Be able to develop a one page social media action plan for their organization

**Target Group**

All participants should be part of the media or communications department of their organization and have:

- Responsibility for managing the organizational Facebook page
- Access to the organizational Facebook page account
- Basic understanding of managing an organizational Facebook page
- Strong interest in using social media to promote their organization
- A smartphone and laptop to use during the training

As a prerequisite, participants must commit to attending all 3 of the training days. Those who are unable to commit, will be asked to re-register for another training in the future

The training is free and refreshments and lunch will be provided for all participants. Participants will not be expected to travel far to the training as it will be provided in a number of provinces over the course of the project. Similarly it is not expected that participants will need to claim per diems or accommodation expenses. However, we understand that some participants will have a long way to travel to the training – either across the province, or from another province. For those participants, we are happy to provide support with travel and accommodation. Please call us to discuss.

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