

वी.वी. गिरि राष्ट्रीय श्रम संस्थान

(श्रम एवं रोजगार मंत्रालय, भारत सरकार का स्वायत्त निकाय)

V.V. GIRI NATIONAL LABOUR INSTITUTE

(An Autonomous Body of Ministry of Labour and Employment, Government of India)



PRG/TTP/11/23
December 20, 2023

Subject: Online Training Programme on Social Media Management from January 15-16, 2024 at VVGNI Campus, NOIDA.

Dear Sir/Madam

The Institute would be organising an Online Training Programme on **Social Media Management** from **January 15-16, 2024** at VVGNI campus, NOIDA.

This course aims to empower participants with a thorough grasp of social media principles, techniques, and best practices, enabling them to skillfully devise, implement, and assess effective strategies. The programme is meant for Social Media Professionals Handling Social Media of Ministries/Departments, Educational & Training Institutions, National and International Development Organisations, Young and Aspiring Professionals. A copy of the programme brochure is enclosed for details.

We hope you will find this programme useful for your personnel dealing with compliance and would like to nominate a team of concerned employees from your organisation to participate in this programme.

Thanking you,

Yours sincerely,

(Nagesh Nitla)

Encls : As above

Online Training Programme on Social Media Management

January 15-16, 2024
VVG NLI Campus, NOIDA

V.V. Giri National Labour Institute
Sector – 24
Gautam Budh Nagar
Noida Uttar Pradesh-201301

COURSE DIRECTOR

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COMMUNICATIONS

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Social media has become an integral part of modern communication and marketing strategies. Social media pervasive influence in shaping public perceptions, building brand image, and fostering connections has made effective social media management a critical skill for individuals and organizations alike.

AIM

To empower participants with a thorough grasp of social media principles, tools & techniques, and best practices, enabling them to skilfully devise, implement, and assess effective strategies.

OBJECTIVES

By the end of the training program, participants would be able:

- Get foundational Understanding of social media platforms, their features, and their role in contemporary communication with reference to development communication.
- Develop social media strategies aligned with organizational goals, target audiences, and key performance indicators (KPIs).
- Equip participants with advanced social media insights, strategies to handle potential social media crises.
- Raise awareness of legal and ethical responsibilities related to social media management.
- Encourage participants to stay updated with evolving social media trends, experiment with new tools and features, and adapt strategies to capitalize on emerging opportunities.

COURSE PROFILE

Contextualizing the Importance of Social media in the contemporary role, Social Media Platforms, Tools and Advanced Social Media Insights. Social Media for Good Governance, Effective Use of Social Media to reach out Youth, Women and Disadvantaged Groups, Inter Organisational Coordination and Communication, Responsible Social Media Management, Strategies, Good Practice.

PARTICIPATION LEVEL:

Social Media Professionals Handling Social Media of Ministries/Departments, Educational & Training Institutions, National and International Development Organisations, Young and Aspiring Professionals.

FACULTY

Course Director & Resource Persons from Reputed Institutes like IIMC, Senior Officers, Experts

DATE AND DURATION

January 15-16, 2024

The programme will commence on January 15, 2024 at 10.00 a.m. and will conclude on January 16, 2024 afternoon

TRAINING DELIVERY AND METHODOLOGY

This training will be delivered in an online mode. The training will primarily make use of lectures and discussions, followed by questions and answers. Each session will be based on a structured Power Point Presentation.

NOMINATION AND ENROLMENT

The nominations of those interested in participating in this training, can be sent either through organisations or individually.

- Please fill in the linked registration form and submit it. Without registration form, nomination will not be considered.

<https://forms.gle/AVeeX98FY5Sc7vFa9>

- The registration link should be sent through soft copy to the nominees. Link will not open if sent through photo copy. Nominees can also use link given in our website brochure.
- The nominations received will be scrutinised by the VVG NLI and those selected will be intimated individually via email. They will also be informed the log-in details to access the online programme and related training resources.
- Those who successfully complete the programme will be issued an e-certificate by VVG NLI.