

Volunteer Management Track

Social Media Management for Social Causes

The module provides an overview and understanding towards the role of social media in the social services landscape. Participants will learn to apply the concept, skills and knowledge in managing and using social media to support social causes effective to organisations.

Module Objectives:

By the end of this module, participants will be able to:

1. Articulate the role of social media in the social services;
2. Apply social media strategies effectively to support various social causes;
3. Identify and use appropriate social media channels/platforms effectively.

Topics Covered:

1. Introduction to social media management (for social causes)
2. Social media theory and practice
3. Social media analytics

Target Participants:

Professionals with 0-3 years' experience in managing social media content.