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**Prochaine Foramtion: Gestion Axee Sur Les Resultas**

...tre notre experience considerable au service  
gouvernements et institutions publiques et  
gouvernementales, dans le but de  
...tion axees sur

**SMD**

Policy Management Associates  
**PRESENTATION**

**OUR MISSION**

To assist governments and other public institutions, implement results-based management strategies through:

- ✓ Training and capacity development
- ✓ Technical assistance and studies

**MUSA CAMARA**

DEPUTY PERMANENT SECRETARY

**SMD AREAS OF INTEREST** SECRETARY, PERSONNEL MANAGEMENT OFFICE

- ✓ Strategic and operational planning
- ✓ Policy program implementation

**SMD BANK ASSISTED PROJECTS:**  
1. Bank and Legislative Oversight















*Season's Greetings  
&  
Best wishes for 2020*

*- from the entire team at the SMD Group -*



## Website and Social Media Platform Management

Dakar, Senegal

### Module 1

Introduction to Digital Media Management  
(Software, Tools and how to effectively utilise them)  
September 3 – September 7, 2018

### Module 2

Developing a Digital Content Strategy  
September 10 – September 14, 2018



### Target Audience

*This two-week training programme is designed to provide insight on strategies, skills and good practices in digital platform management. It is tailored for officials in charge of Public Affairs, Media Relations and Communications.*

### Why this Programme?

*Proper management of digital outlets are proven to deliver the following results:*

- Increased level of trust from target audience
- Active participation from target audience in public affairs
- Enhanced public image
- Transparency of public activities

*Following this interactive 2-week course from SMD's regional office in Dakar, participants will gain the requisite knowledge to achieve these goals.*

### This Programme aims to achieve the following:

- To equip participants with the necessary skills that allow them to effectively manage and oversee official websites and social media accounts.
- Familiarise participants with international good practices of social media management
- Understand the principles of developing a digital content strategy
- Familiarise participants with a Content Management System (CMS)

### Enhance your Capacity !

For enquiries and registration, contact us at:  
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Promoting Excellence in Public Sector Management

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**spotlight:**