









*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:**







'TECHNOLOGY ARCHITECT'

I am Gibril Darboe, an aspiring Technology (noun) Architect (verb) from The Gambia. After graduating high school in 2015 and completing sixth form in 2016, I made the conscious decision to pursue experiential learning as a means of finding (creating) my true purpose and calling.

I have spent the past three years at a consulting and training startup in West Africa (SMD Group), taking on various roles from developing technical proposals for public sector tenders, to producing video adverts & photography, to project management and up to the increasingly vital role of managing our website's content management system.

I am a firm believer in STEM+A(arts) as a means of providing a unique perspective in evaluating today's problems. My cross-disciplinary academic, professional and personal interests drive my passion to **innovate at the intersection of design, business and technology**. I believe that this combination of technicality and creativity will adequately inform the leaders of tomorrow in addressing the challenges of the fourth industrial revolution.

As of **2020**, my focus lies within leveraging code and IT to explore my creative capacity



