

**Report on  
Basic Social Media Tools/Beyond the #Hashtag  
June 8, 2023**

Faculty Development Academy in collaboration with Registrar office organized a 1 – day training on **‘Basic Social Media Tools/Beyond the #Hashtag’** on June 8, 2023. The workshop was arranged in SSBC and there were 31 participants from different departments of CUI Islamabad. This workshop was designed to cover page management and content management of FaceBook and Instagram. Dr. Omer and Ms. Hania from Management Sciences department were the resource persons for this training. The program started at 1100 AM and lasted for 02 hours. This workshop was the first of its kind which was arranged to bring all the members on one platform so that the image of CUI should be reflected in a concordant and unanimous way.

Dr. Omer started the workshop by briefly introducing himself and his co-trainer, Ms. Hania. Firstly, they both clarified the idea of having this topic for training. The basic purpose of this workshop was to bring harmony in the marketing pages and campaigns of all departments so that they augment each other via web pages of Islamabad campus and boost the viewership. Ms Hania elaborated about the communication loop holes which are lying in each of our departments. The basic idea is that if the communication with our clients is weak, it will cause adverse affects on our admissions and thus leading to a drastic decline in enrollments.

The trainer then highlighted the significance of ‘strategy’ for basic social media tools. Currently most of the departments are running their own marketing pages, but there is no uniformity or consistency. Moreover, there are many pages designed with the same names e.g. CUI and the searcher are not sure about the authenticity of the pages. This problem must be sorted out in order to enhance the profile and efficiency of CUI campuses. Another issue which we are facing is that the departments have made their official pages with personal accounts. Once a member leaves the organization, that page also stops working.



Further elaborating the concept of ‘strategy’ it was shared by the trainers that there has to be check and balance about the posts and timings on our pages. During the times of admissions, students’ week or at the end of semester, the page activity is really high. They become silent and stagnant at other times of the year which is usually a poor practice.



Ms. Hania discussed the ‘strategic alignment’ with the participants. She emphasized that this plays a vital role in every organization and must be practiced by team members.

The idea and concept of 'innovation' was also shared in a different way. They said that anything done in a different way which leads to increased efficiency is called innovation. Later, the 5'S of strategy; **Sell, Serve, Speak, Sizzle and Save** were highlighted by the trainers. Dr. Omer stressed that the most important thing for social media marketing is 3C's: Content, Content and Content. The content has to be clear and to the point which is able to grasp client's attention.



The domain expert then shared his screen with the participants and elaborated the features of boosting a post on FaceBook account and how it may be linked with Instagram and WhatsApp. He shared the options which are purely related to FaceBook algorithm and were a paid version of it. He also showed how to use 'Canva' as a free app and how to utilize its free templates.

The resource persons did an amazing job and shared the basic concepts in two hours. Their cooperation was very encouraging, knowledgeable, supportive and enlightening. This training had been successful and beneficial for the faculty and administration of CUI family. FDA will keep revising these workshops and will share the advanced levels as well.

