

The E-Course

Achieving Institutional Excellence and Reputation in the Social Media

 Language :
Arabic

 Total learning hours :
3 learning hours

 The target group :
All levels of Employment

This course aims to provide the participant with specialized knowledge in the field of social media, and the importance of this field for the employee in enhancing the institutional reputation, and providing him/her with a number of basic tools in preparing content for the public, scheduling it, and dissemination on various social media platforms. Participants will also be able to analyze and measure the performance of their organization, and enhance services through interaction with the public .



Objectives:

- 1.Learn the importance of social media for an employee
2. Understanding the strategy of Social Networking
3. Using Social Media to evaluate the level of Institutional performance
- 4.Analyzing the statistics and numbers in the social media and use them to prepare strategic plans and goals

Passing requirements:

Passing with 60% in cognitive assessment

For More Information:

-  ask@bipa.gov.bh
-  +973 1738 3838
-  www.bipa.gov.bh