# New Media and You!

**Course Date** : 5 June 15 (Run 2), 12 Jun 15 (Run 3), 2 Oct 15 (Run 4), 9 Oct 15 (Run 5)
**Course Duration** : 1 day, 9.00am to 12pm, 1.00pm to 5:00pm
**Course Venue** : Republic Polytechnic Campus
**Course Fee** : $214 (Inc GST)
: *Free for Singaporean/PR who is 50 years old and above (ie. Born in 1965 or earlier)

## COURSE SYNOPSIS

This workshop aims to introduce the concepts of social media, social media management and what are the available social media marketing tools.

At the end of the course, participants will be able to:

- Understand the requirement of social media management
- Appreciate the social media landscape
- Understand the role of communication
- Understand the specific uses of the social media platforms
- Understand the benefits and challenges of social media
- Appreciate the best practices from case-studies

New Media is an exciting development. Its appearance extends our needs to communicate, share, participate, and collaborate. It also empowers us to create, publish, and distribute our content.

The workshop will cover:

- Introduction to New Media
- Benefits and Challenges of New Media
- New Media for Communication
- Using New Media such as Facebook

This is a hands-on workshop where participants are taught how to use social media and the benefits

*Subject to availability of vacancy and on a first come, first served basis. The maximum class size is 20pax.

Eligible participants have to submit supporting document to apply for the funded course by C3A.
TARGET AUDIENCE
Home makers, Senior Citizen, Interest Groups and Retirees

CERTIFICATION
Participants will be awarded the Certificate of Attendance issued by Republic Polytechnic upon meeting 80% of attendance requirement.

TRAINER’S PROFILE
Desmond Ee

After graduating from the University of Singapore in 1974 with a bachelor’s degree in Electrical Engineering, Desmond worked for more than 30 years in the telecom and internet industries with various service providers including SingTel, Hongkong Telecom, WorldCom and UUNET. He joined Republic Polytechnic in 2007, and he has lectured in various subjects in the School of Infocomm including New Media Communications, Web Applications Development, IT Security & Management, and Business Process Modelling.

ENQUIRIES & APPLICATION
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