



## **Press release**

# **Sharjah Media City Hosts Workshop on Enhancing Social Media Use for Sharjah Municipality Employees**

**Sharjah, UAE, September 29, 2021** - Sharjah Media City (Shams) hosted a workshop for 22 Sharjah Municipality employees on the use of social media platforms and ways to maximise their benefits. The workshop is part of Shams' continuous efforts to train and empower media professionals in collaboration with various entities in Sharjah and the UAE.

His Excellency Dr Khalid Omar Al Midfa, Chairman of Sharjah Media City (Shams), said: "The workshop reflects our leadership's commitment to empowering national media talents across all entities and establishments. Social media engagement has become increasingly important and integral to our efforts to manage communication with external audiences, share details about our projects and efforts, and gain access to their opinions and suggestions about our services or any other concerns they may have."

"The workshop highlights our interest in collaborating with different entities in Sharjah and shedding light on our extensive media experience and our effective role in connecting government entities with external audiences to improve services and performance, as well as support the national economy," H.E. Al Midfa added.

The workshop was moderated by Mr. Fagr Kassim Ali, Media Sector Development Director at Sharjah Media City (Shams). It covered several major topics, such as introducing social media and its multiple platforms; managing social media accounts; how municipalities can utilise and benefit from these platforms; how to run successful media campaigns; managing multiple accounts; determining the optimal pace of posting; and managing online identity; in addition to other topics covering images and video, how to use them, and the best practices in this field.

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