

Social Media Quickstarter (Android)

Course Outline

- Understanding the social media landscape
- Using the key features and functions of Facebook, YouTube and WhatsApp
- Starting an interest group on Facebook.

Trainer's Profile

Najib Ahmad, Lecturer, School of Film & Media Studies, Ngee Ann Polytechnic

From technology to transportation, Najib's communications experience cuts across a diverse set of industries. His client portfolio comprises blue chip and privately held MNCs, the public sector, and both B2C and B2B companies; these include Honeywell Aerospace, Qatar Airways, EMC Corp., BMC Software, Microsoft, FedEx, LG Mobile, Fonterra, Chartis, General Motors, eBay, Zuji and Temasek Holdings. He has led and managed PR campaigns at the regional level, dealing with a diverse set of markets including Singapore, Malaysia, Indonesia, the Middle East, China, India, Japan, Hong Kong and Australia. Najib has also managed thought leadership campaigns to raise brand and CEO profiles across traditional and new media platforms.

Specific to digital communications, Najib has helped manage campaigns for organisations such as Changi Airport Group, NTUC and Temasek Holdings. His digital experience includes developing content and engagement strategies, building social media destinations, developing and managing online communities, and tracking success.

In his role as lecturer at Ngee Ann Polytechnic's School of Film and Media Studies (FMS), Najib teaches several communications modules including Social Media Strategies, which introduces students to the principles, insights and practical skills to develop digital strategies both as part of an integrated marketing communications plan or as a standalone digital campaign. Additionally, he manages FMS Alumni's Facebook and LinkedIn groups as part of the school's broader strategy to maintain strong ties to the media industry.

Outside of NP, Najib offers strategic counsel in digital marketing to businesses and marketing/PR professionals on a freelance basis.