



We cordially invite you for an interactive social media training session.

Whom this is for: This training is for the officials of #NurseMidwife4Change partners and nurses and midwives working in the teaching institutions and hospitals including students

#NurseMidwife4Change is a campaign aimed at creating awareness about the various roles Nurses and Midwives play in the healthcare system today, including collaboration, leadership, education, innovation, amongst many others.

We are leveraging this campaign in mainstream media and on social media. The campaign was launched on 2nd September, 2021 through a virtual conference. We launched the campaign on social media on the same day on Facebook and Twitter.

Through this training scheduled for 09 October, 2021, we look forward to having the community join us on these platforms to support the efforts and spread the word about the campaign.

The agenda for the social media training is as follows:

Sr. no.	Session details	Timeframe	Session to be led by
1	Welcome note	5 minutes	Dr. T. Dileep Kumar President – Indian Nursing Council
2	Introducing #NurseMidwife4Change handles and explaining why we chose Facebook and Twitter as the primary channels for this campaign.	5 minutes	Indrani Kashyap Senior Regional Manager Communications (Asia and Guatemala), Jhpiego
3	Basic rules of engagement	5 minutes	Harjot Dhawan Digital Lead, First Partners
4	How to post/ tag/ engage with the NM4C handles	25 minutes	
5	Question and answer round	20 minutes	
6	Vote of Thanks	5 minutes	Linto Andrews Senior Program officer, Jhpiego

The handles for the campaign are:

- Twitter: @NurseMidwife_IN (Link: https://twitter.com/NurseMidwife_IN)
- Facebook: @NurseMidwife4Change (Link: <https://www.facebook.com/NurseMidwife4Change>)

As a starting point, we request all attendees to follow the campaign handles mentioned above. If there are any doubts regarding the same, we will be addressing questions during the training as well.

We look forward to seeing you at the session. Please join 10 minutes early so that we can start on time.

Session time and date: 3PM to 4PM, Saturday, 9th October

The Zoom link for joining the session is:

https://indiannursingcouncil-org.zoom.us/webinar/register/WN_ZIFs6evRQxGGBUVMXHm8rA