



## Build your Online Presence

*Shape your image  
 and create a content  
 on social media*

### Learning Outcomes:

- ✦ Establish and maintain a strong digital presence
- ✦ Build websites and social media pages
- ✦ Understand the rules and guidelines of the digital industry
- ✦ Manage and create content on social media platforms and improve storytelling style
- ✦ Communicate with confidence offline and online
- ✦ Shape the narrative and use disclaimers
- ✦ Manage your online privacy and public social/corporate belonging

**Target Audience:** exclusively offered to USJ staff

	Dates	Timing	Location
Group 1	29-30 May 2024	9h -13h30	CFP (room Michel Ghazal, CIS, bloc B, 1 <sup>st</sup> floor)
Group 2	3-4 June 2024		
Group 3	11-12 June 2024		

### Charbel Raji



Talk-show Host and Media and Communications expert with over 15 years of extensive experience in advocacy, public affairs and external relations across the US, Europe and the Middle East. United Nations Spokesperson for over 10 years and trainer on media speaking, online media, multimedia marketing campaigns, reputational risk and emergency preparedness. Advisor to high-profile personalities and private sector companies and expert in crisis management, consensus building, corporate and crisis communication.

### Registration Link

<https://enquetes.usj.edu.lb/index.php/496273?lang=fr>