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DDG (Mission Karmayogi)

भारत सरकार
संचार मंत्रालय
डाक विभाग
डाक भवन, नई दिल्ली-110001
Government of India
Ministry of Communications
Department of Posts
Dak Bhawan, New Delhi-110001

D.O. No. Tr.-13/6/2023-Training-DoP

Dated, the 02th May, 2023

Respected Madam/Sir,

This is regarding special training module on social media to all Departmental employees including GDS.

2. In this digital world, social media is an important tool (efficient and cost effective) for any organization to connect with their last mile users and workers. Various government organizations are using social media to propagate their services to users and employees about later developments, new products and services.

3. In today's digital age, social media has become an integral part of our lives. It is important for businesses, organizations, and individuals to understand the significance of social media and how to use it to their advantage. This course is designed especially for employees and Gramin Dak Sevaks of India Post and aims to provide them with the necessary knowledge and skills to effectively use social media for their personal and professional growth and to enhance outreach of India Post products and services with Citizen Centricity by leveraging Emerging Technologies.

4. In this regard, a specialized course has been developed in consultation with Marketing & Philately Division by Postal Training Centre, Vadodara. The Training Program has been developed for all departmental employees including GDS. The audio-visual training program comprises of 6 videos. The training will be imparted through Online and on-site (blended) mode in PTCs/RTCs/WTCs/DTCs.

5. A graphically designed course brochure and three-pager one each for Facebook, Instagram & Twitter prepared by in-house development team for information of trainees are enclosed.

6. The issues with the approval of Director General, Postal Services.

With Profound Regards


(Dinesh Kumar Sharma)
Deputy Director General (Mission Karmayogi)

All CPMsG
The Director, RAKNPA
All Directors, PTCs & In-charge RTCs

Copy to: -
Secretary (PSB), Dak Bhawan
DDG (Philately & Marketing), Dak Bhawan





Department of Posts
Ministry of Communications
Government of India

Social Media

A Way to connect with World.....



www.dakkarmayogi.gov.in
Department of Posts: India



Course Description

In today's digital age, social media has become an integral part of our lives. It is important for businesses, organizations, and individuals to understand the significance of social media and how to use it to their advantage. This course is designed specifically for employees and Gramin Dak Sevaks of India Post and aims to provide them with the necessary knowledge and skills to effectively use social media for their personal and professional growth and to enhance outreach of India Post products and services with Citizen Centricity by leveraging Emerging Technologies.

Course Content

The course consists of 6 audio-visual training sessions and hands-on practical exercises:



Core Values, DOs and DON'Ts for Govt. Servants

How to open account on Instagram?

Hands-on practical exercises after creating Social Media accounts



Video-1



Video-2



Video-3



Video-4



Video-5



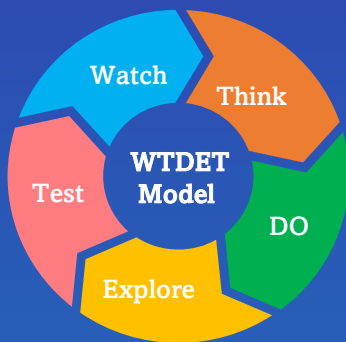
Video-6

Introduction & Importance of Social Media

How to open account on Facebook?

How to open account on Twitter?

It includes some PDFs explorer and some hands on practice sessions for the candidates and followed by a Test to evaluate the knowledge gained by the candidates during the session.



Course includes 6 audio-visuals, pdf explorers, practical activities and assignments following the WTDET (Watch, Think, Do, Explore, Test) framework prescribed under Mission Karmayogi. With this course, trainees can learn and build their competency at their own time in online mode and also in blended learning mode.

Course Duration

- The course can be completed in online self-paced mode at learner's convenience and also in Blended Learning mode
- Each audio-visual session is approximately 10 minutes long.



Target Audience



This course is designed for employees and Gramin Dak Sevaks of India Post who are interested in learning about social media and how to use it effectively for personal and professional growth.



Learners who successfully complete all 6 audio-visual sessions and pass the Test with requisite marks will receive a certificate of completion.

Objective



Upon completion of this course, learners will be able to:

- ✓ Understand the significance of social media for India Post
- ✓ Identify the risks and benefits of using social media
- ✓ Use social media safely and securely
- ✓ Creating Social Media accounts on some platforms
- ✓ Follow/like/Share India Post's official social media page
- ✓ Update social-media profile in Dak Karmayogi portal

Enrollment Process

All employees and GDS can simply log into www.dakkarmayogi.gov.in portal with their respective credentials and access the course at their convenience. Similarly, Trainers at WCTCs/DCTCs can impart in Blended Learning mode.

-Welcome aboard-



www.dakkarmayogi.gov.in

www.indiapost.gov.in

 0265-2482686

 www.dakkarmayogi.gov.in

 dakkarmayogi.ptcvdr@indiapost.gov.in



@Dakkarmayogi



@Dakkarmayogi001



@DakKarmayogi

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How to login in Facebook Account?



Already Account Available?



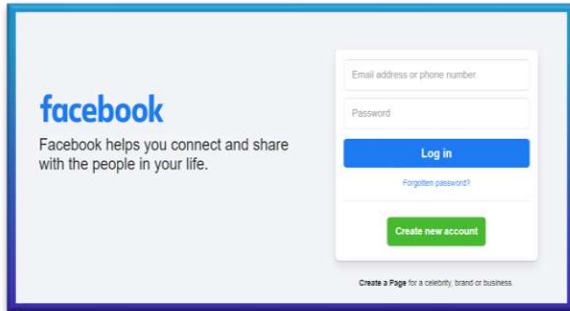
Doesn't Have Account?

1. Open URL
www.Facebook.com

2. Login with Facebook User ID

3. Enter Password

4. Click on Login

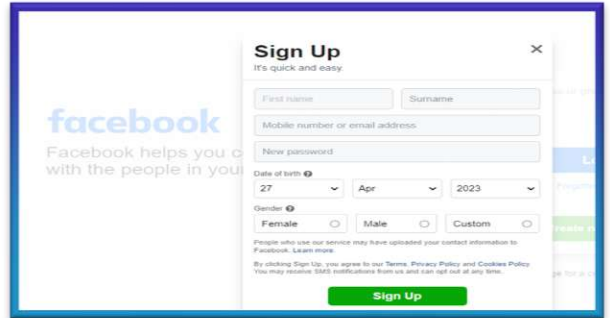


1. Open URL
www.Facebook.com

2. Click on Create a New Account

3. Fill up the required details

4. Click on Sign up



How to Follow?



Step 1: Click Here to follow

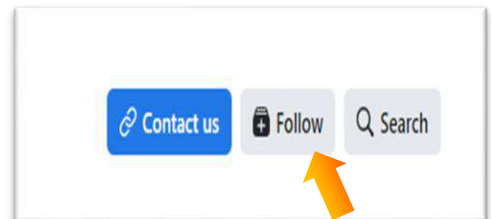
India Post

MOC

MOSC

Dak Karmayagi

2. Click on Follow option



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How to login in INSTAGRAM Account?



Already Account Available?



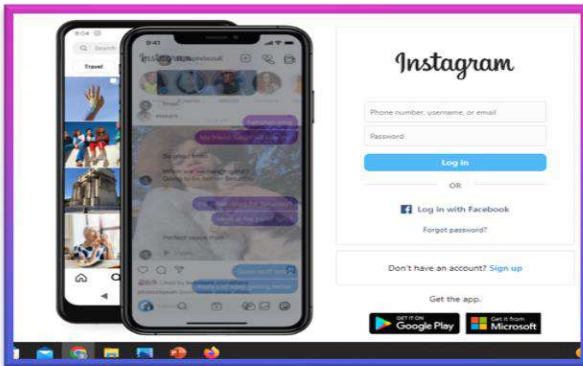
Doesn't Have Account?

1. Open URL
www.Instagram.com

2. Login with User ID/email

3. Enter Password

4. Click on Login



1. Open URL
www.Instagram.com

2. Click on Sign Up Option

3. Fill up the required details

4. Click on Sign up



How to Follow?

@ Step 1: Click Here to follow

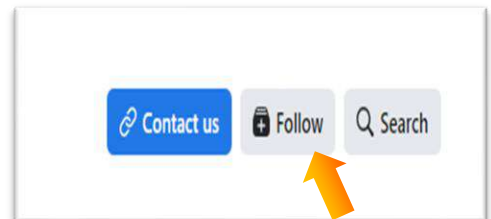
India Post

MOC

MOSC

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Step 2. Click on Follow option



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How to login in TWITTER Account?



Already Account Available?



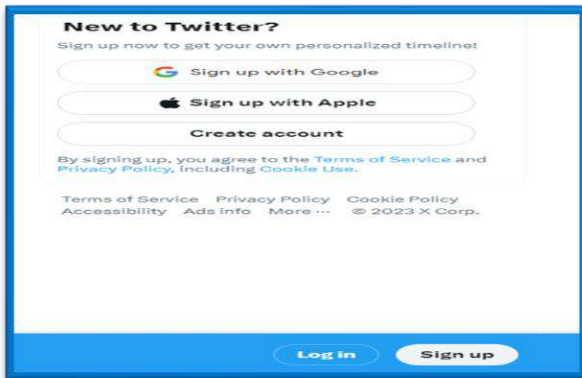
Doesn't Have Account?

1. Open URL
www.twitter.com

2. Click on Log in and user id

3. Enter Password

4. Click on Login

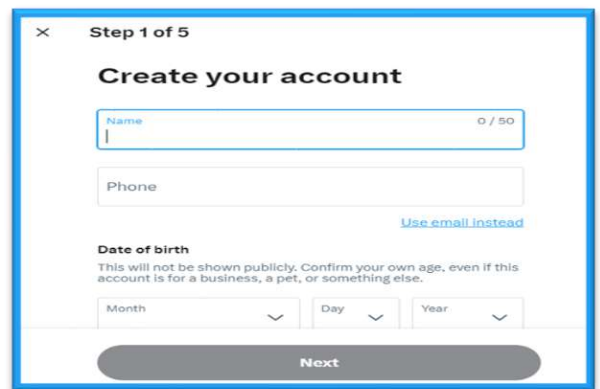


1. Open URL
www.twitter.com

2. Click on Sign Up Option

3. Fill up the required details

4. Click on Sign up



How to Follow?



Step 1: Click Here to follow

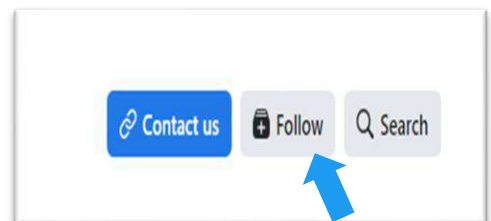
India Post

MOC

MOSC

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Step 2. Click on Follow option



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