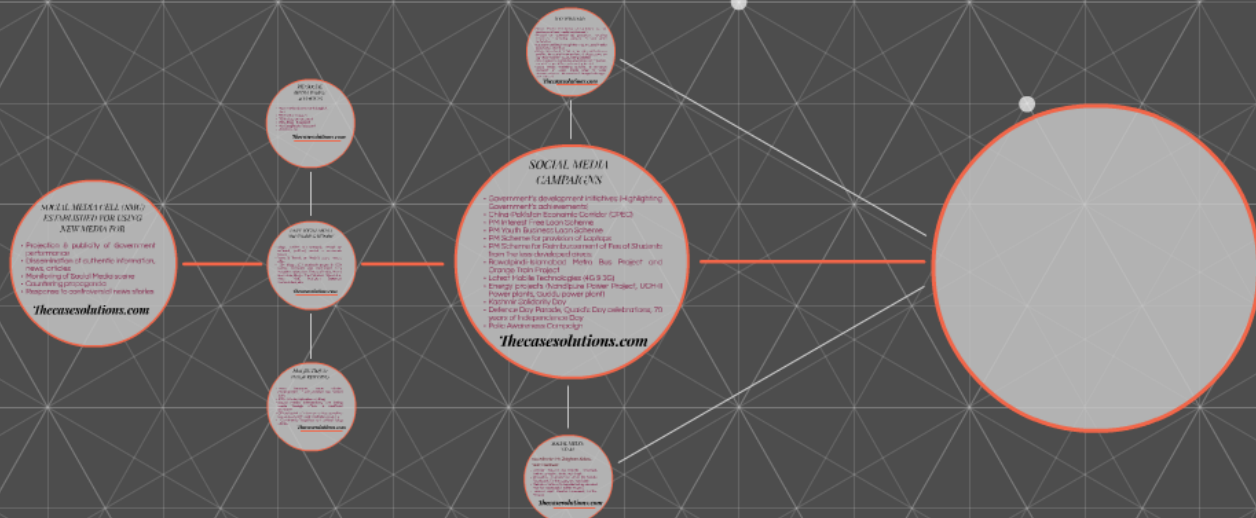


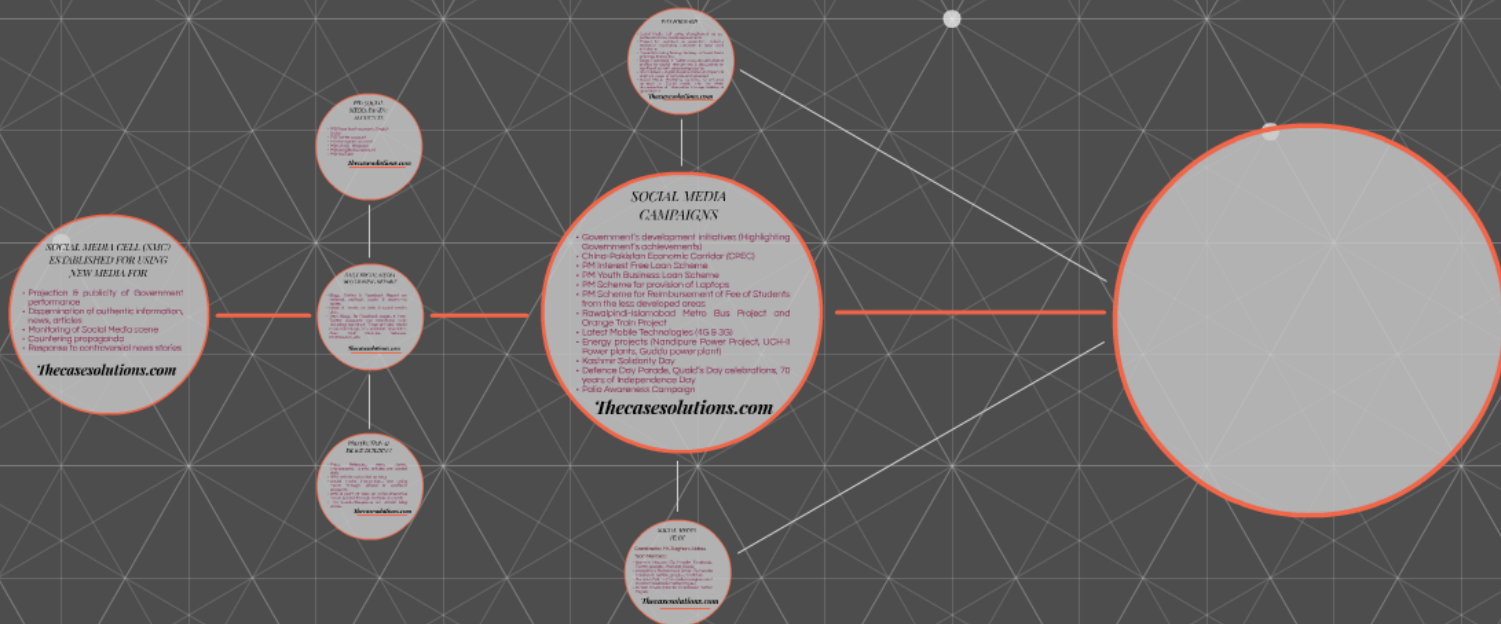
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*SOCIAL MEDIA CELL (SMC)
ESTABLISHED FOR USING
NEW MEDIA FOR*

- Projection & publicity of Government performance
- Dissemination of authentic information, news, articles
- Monitoring of Social Media scene
- Countering propaganda
- Response to controversial news stories

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PID SOCIAL MEDIA PAGES/ ACCOUNTS

- PID Face book accounts(English, Urdu)
- PID Twitter account
- PID Instagram account
- PID's Blog –BlogSpot
- PID Google plus account
- PID YouTube

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DAILY SOCIAL MEDIA MONITORING REPORT

- Blogs, Twitter & Facebook Report on national, political, social & economic issues
- News & Trends on Web & social media sites
- 100+ Blogs, 50 Facebook pages & 120+ Twitter accounts are monitored daily including: Siasat.pk, Times of India, World Economic Blogs, The Pakistani Spectator, Area 14/8, Pakistan Defence, ProPakistani, etc.

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PROJECTION & IMAGE BUILDING

- Press Releases, news stories, photographs, alerts, articles are posted daily
- 400+ Articles uploaded on Blog
- Social media interventions are being made through official & unofficial accounts
- Official point of view on critical/sensitive issues posted through multiple accounts
- Comments/Response on critical blog stories

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SOCIAL MEDIA CAMPAIGNS

- Government's development initiatives (Highlighting Government's achievements)
- China-Pakistan Economic Corridor (CPEC)
- PM Interest Free Loan Scheme
- PM Youth Business Loan Scheme
- PM Scheme for provision of Laptops
- PM Scheme for Reimbursement of Fee of Students from the less developed areas
- Rawalpindi-Islamabad Metro Bus Project and Orange Train Project
- Latest Mobile Technologies (4G & 3G)
- Energy projects (Nandipure Power Project, UCH-II Power plants, Guddu power plant)
- Kashmir Solidarity Day
- Defence Day Parade, Quaid's Day celebrations, 70 years of Independence Day
- Polio Awareness Campaign

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WAY FORWARD

- Social Media Cell being strengthened as per professional new media requirements
- Project for technical up gradation, including research/ monitoring software & hard ware installation
- Capacity building through trainings in Social Media practices & analytics
- Blogs, Face book & Twitter accounts with diverse profiles for useful interventions & discussions on significant current issues being created
- Short videos & digital documentaries on important events & issues to be made and uploaded
- Social Media Marketing activities to enhance outreach of Social media sites for wider dissemination of information & image building of government

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SOCIAL MEDIA TEAM

Coordinator: Mr. Zaigham Abbas

Team Members:

- Kamran Hassan (To handle Facebook, Twitter, google+, Youtube, Blogs)
- Chaudhary Muhammad Umar (To handle Facebook, Twitter, google+, Youtube)
- Mehwish Fatima (To handle Instagram and Monitor Facebook/Twitter Pages)
- Danish Fayaz (Monitor Facebook/ Twitter Pages)

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