

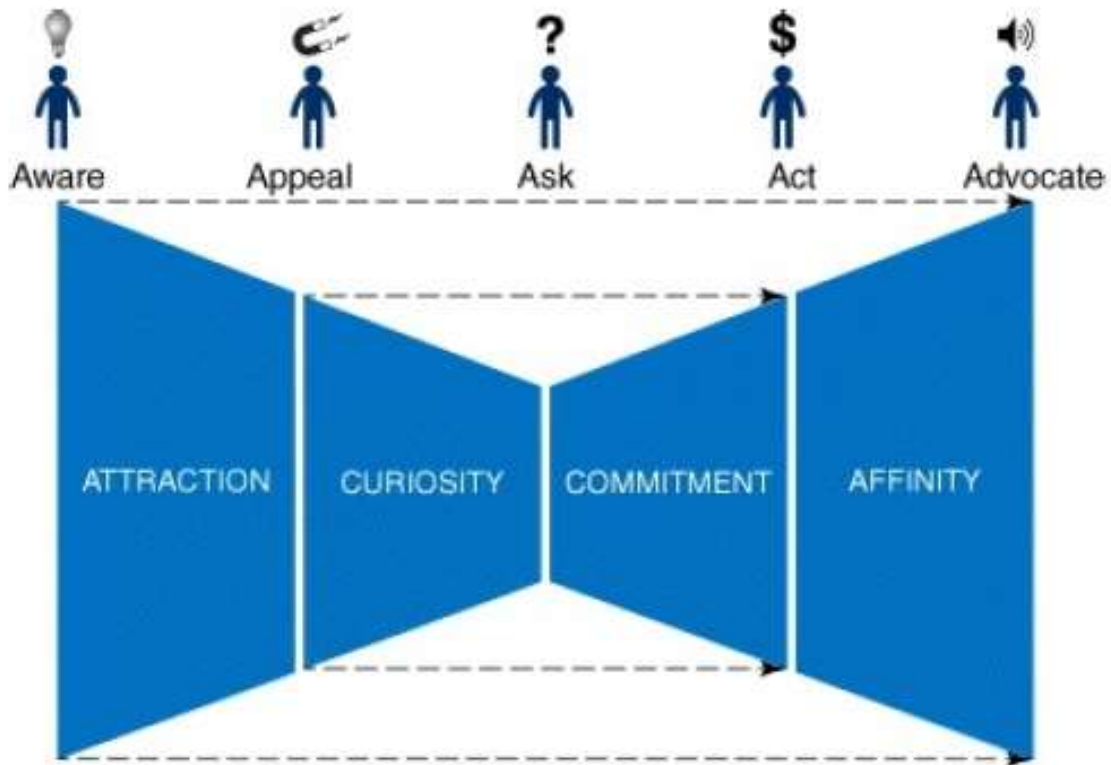
Social Media Communications

Tap Yeophantong
Intelligent Systems Research Laboratory



What We Always Start with ...

- Website
- Facebook
- Line



Key
Concept



Keywords to Consider: ACT

- Audience
- Consistency
- Timing

What We Need to Do ...

- Define clear communication objectives and policies.
- Dedicated team of personnels.
- Design effective and efficient processes.

- All these before deciding on the tools to use.