

# Formation on Social Media for Lasallian Volunteers

With the aim of providing of online formation spaces to Lasallian Volunteers, in order to contribute to the strengthening of their digital skills and strategies, **the Office of Vocations and Volunteer Ministry of the Institute of the Brothers of the Christian Schools will hold the first workshop on Social Media VolConnect.**

“The initiative came up from the realisation that **Lasallian volunteers and their communities have many good stories to share** with the entire Lasallian Family and with society in general,” remarked Mourad Barsoum, Director of the Office of Vocations and Volunteer Ministry, explaining that “this workshop looks into the importance of strengthening our presence on social media, so that we can share widely the work that we have been developing from our educational charism”.

“Our wish is **that all volunteers and volunteer communities can define a ‘roadmap’ for the management of their social networks**, so that it can serve as a platform to promote and support the many solidarity actions in favour of the most impoverished and most vulnerable,” says Mourad.

To this end, **the workshop will identify the role of social networks in digital environments and how they can become relevant channels** in the framework of the comprehensive communication plan (*social media plan*) of Lasallian volunteer communities, starting from a diagnosis and taking shape in a content plan in accordance with the nature of each social network, also considering some performance and impact indicators.

## **How to participate?**

Under the guidance of Dr. Albertina Navas -Consultant in Strategic Digital Communication-, the workshop will be held through five virtual meetings **on 2, 4, 9, 11 and 18 December, at 2.00 pm (Rome time)**, through the Zoom platform and with simultaneous translation.

Lasallian volunteers who wish to participate can do so free of charge. All they have to do is **register before 28 November using the following form:**  
**<https://forms.gle/eaxGtyTof28xGN6w6>**

**Register and participate!** For further information, please write to:  
[mbarsoum@lasalle.org](mailto:mbarsoum@lasalle.org)