



SUMERNET Youth Network event: “From planning to publicizing:

Tips for writing a blog and sharing on social media”

Introduction: The SUMERNET Youth Network in collaboration with the SUMERNET’s Communication Team is organizing a virtual training workshop “From planning to publicizing: Tips for writing a blog and sharing on social media” on 26 January 2022 at 1:30PM to 3:10PM (Bangkok time). Three communication experts will share their insights about the entire process of writing a blog article, from making the first draft to publication to publicizing. The training will be of particular interest to those in environmental research or science communication. Participants of all backgrounds are welcome to join the training.

Objectives:

Showcase how the SUMERNET’s Communication Team plans, drafts and produces an article, to posting it on the SUMERNET website, and sharing it on social media.

Participants get to learn and interact with three experienced communicators to learn about useful tips and strategies about the entire process of a blog article, from planning to publicizing.

Participants get to know how to contribute a blog to the SUMERNET website and the process of how to do that.

Date, time and platform: 26 January 2022 at 1:30PM to 3:00PM (Bangkok time). The training will be done online via Zoom.

Trainers:

Rajesh Daniel, Communications Coordinator, SUMERNET Secretariat. He is a writer, researcher and filmmaker with more than 15 years of experience working on issues of natural resources governance in Southeast Asia and the Mekong Region.

Variya Plungwatana, Communications Assistant, SUMERNET Secretariat. She is a Communications Assistant at SEI Asia with experience in multimedia and social media.

Oungkham Oo, SUMERNET Fellow. He has a background in development and communications work in Myanmar.

Dr. Sangam Shrestha, Professor, Water Engineering and Management (WEM) Department Head, Department of Civil and Infrastructure Engineering (CIE) , Asian Institute of Technology will deliver the opening remarks.

Moderators:

Sofia Cavalleri, Research Associate, Stockholm Environment Institute (SEI Asia)

Boripat Lebel, Unit for Social and Environmental Research (USER)

Agenda

Time	Session	Moderator
1:30-1:35PM (5 mins)	Dr. Sangam Shrestha, Professor, Water Engineering and Management (WEM) Department Head, Department of Civil and Infrastructure Engineering (CIE) , Asian Institute of Technology	Moderated by Sofia Cavalleri and Boripat Lebel
1:35-2:15PM (40 mins)	How to draft and produce a blog for the SUMERNET website – Rajesh Daniel, Communications Coordinator, SUMERNET Secretariat	
2:15-2:30PM (15 mins)	Tips for publishing a blog – Oungkham Oo, SUMERNET Fellow	
2:30-2:45PM (15 mins)	Tips for sharing a blog on social media – Variya Plungwatana, Communications Assistant, SUMERNET Secretariat	
2:45-2:55PM (10 mins)	Q&A with participants	
2:55-3:00PM (5 mins)	Closing remarks – Rajesh Daniel, Communications Coordinator, SUMERNET Secretariat	