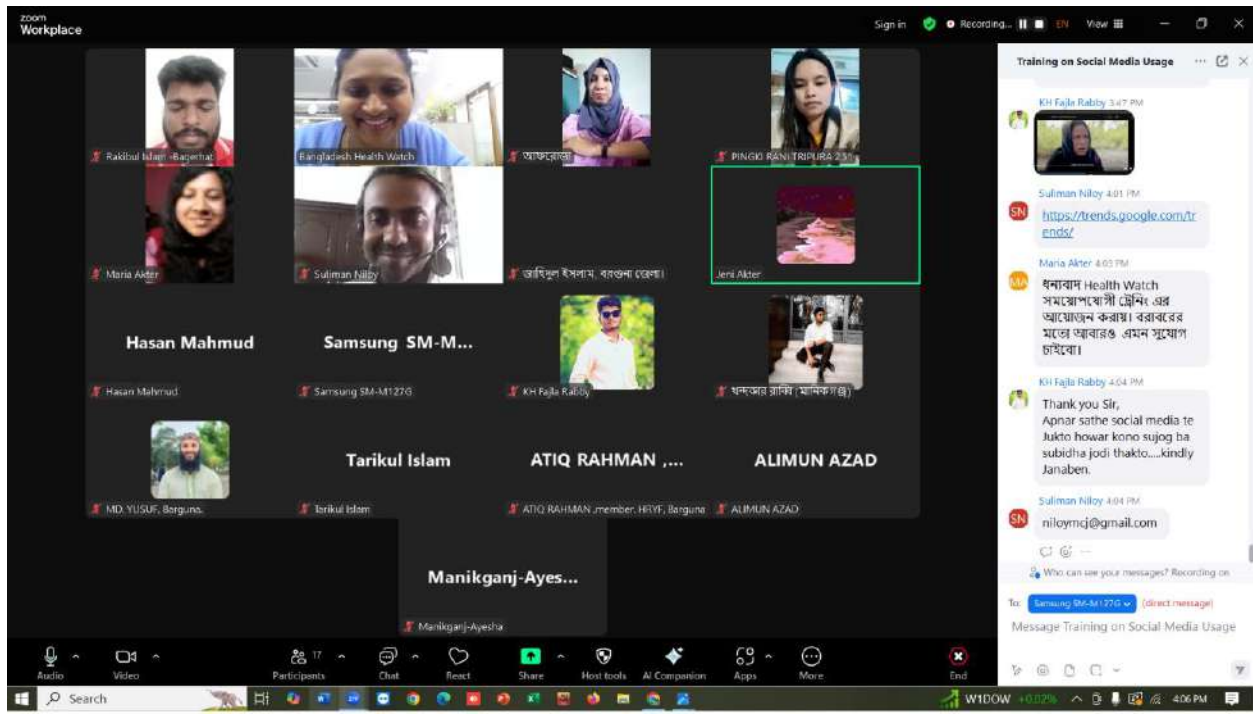


Report on the Online Training on Social Media Usage for Youth Volunteers



Background

Bangladesh Health Watch (BHW) was established in 2006 as a multi-stakeholder civil society body dedicated to improving the health system in Bangladesh through evidence-based critical reviews of policies and programmes and recommend appropriate actions for change. (For more information, please visit [Bangladesh Health Watch](#)). Bangladesh Health Watch is implementing a SIDA Funded Project titled “Institutionalizing Accountability in Health Systems to Improve Access to Services”.

BHW started working at the regional level to raise citizens' voices for health rights and create evidence through civil society and Youth volunteers, namely Health Right Forums and Health Rights Youth Forum. There are 8 regional chapters in 8 districts, centred on 8 divisions.

At regional chapters, The Health Rights Forums comprised local civil society members who do local-level advocacy with the selected health institutions based on their observation, information, user feedback, and experience to ensure better and equitable healthcare service, improve transparency, accountability, and peoples’ participation in government health institution. RC has Health Rights Youth Forums, which are formed with active and enthusiastic youths who are involved in different social activism. Youth Forums are formed both at district and Upazila level

for a wider community engagement, data or information collection, and mass campaign on health Rights and public service. Each Youth Forum comprises 15 to 25 youth members with a provision to have one-third girl's members.

These members are creative individuals, who are tech-savvy and also active in different social media platforms as well. In different social media platforms, they post different content for social media advocacy. Keeping in mind to build their capacity BHW decided to organize an online training for the youth volunteers.

On 18th December, 2024 Bangladesh Health Watch successfully organized an online training session on social media usage for its youth volunteers across eight districts: Barguna, Bagerhat, Khagrachhari, Manikganj, Chapainawabganj, Netrokona, Kurigram, and Sunamganj. This initiative aimed to capacitate the youth with effective communication skills and enhance their ability to use social media as a tool for advocacy.

Training Objectives

The primary objectives of the training were:

1. To capacitate youth volunteers with social media tools and platform knowledge.
2. To build their capacity to create and post impactful messages in social media.

Facilitator

The training was facilitated by Mr. Suliman Niloy, a communication expert from BRAC. With his extensive experience in digital multimedia communication, Mr. Niloy provided important insights on the usage of social media for advocacy and raising awareness.

Participants

The participants included youth volunteers from diverse backgrounds, representing the eight districts. There were 30 participants, among them 20 were males and 10 were female,

Details of the training sessions

Content Creation and Storytelling:

The facilitator explained the basics of creating engaging content, including text, visuals, and videos. Mr Niloy told the participants to share their photos where there will be an action in the picture, and someone will describe the image. The participants posted their pictures and their peers commented on that. The purpose of the activity is to let them know that every picture tells a story. The social media picture should have a message in the image.

Later, the facilitator asked them to search for news on Humayun Ahmed. The participants searched the death news of the storyteller. The participants searched for the news and

shared it with the facilitator. Mr Niloy tell them how to write short caption for the social media content.

Responsible Social Media Usage:

Participants were trained on ethical considerations, including combating misinformation, respecting privacy, and maintaining professionalism online.

Health rights content: The facilitator was told them to draw picture od hospitals. All the participants draw different pictures, such as crowed hospital rooms, patients returning with not having proper treatments, not having adequate manpower etc. The facilitator showed techniques to capture photos of health contents and what types of photos they might capture. He taught the theory of the rule of thirds for capturing photos using mobile. He also teach techniques how to capture pictures for social media with high resolution.

Interactive Exercises:

The session included hands-on exercises how participants developed posts and campaigns on pressing social issues relevant to their districts.

Feedback from Participants

Participants expressed their appreciation for the training, They particularly praised the interactive nature of the session and the practical tips shared by the facilitator. Many of them send their feedback by emailing the facilitator.

Conclusion

The online training by Bangladesh Health Watch was a significant step in empowering youth volunteers to leverage social media for social change. The skills acquired through this initiative are expected to enable the participants to amplify their voices and engage their communities more effectively.

Bangladesh Health Watch plans to organize follow-up sessions to assess the impact of this training and provide continued support to its youth volunteers.