# *\*\*\*Please fill the application form on page 4*

# **Training on Running Facebook Campaign**

1. **Background**

This training focuses on how to run an effective Facebook campaigns to advocate for social causes by focusing on developing campaign tools (photography), examining data analysis (Facebook insight), and other tips and tricks.

1. **Required Participation and Timeline**

* *Training: 27-28 August 2020*
* *Follow up workshop: 25 September 2020*
* *3 online follow up sessions (TBC)*

1. **Selection Criteria**

* The applicant needs to represent organizations working on youth issues both social and political engagement;
* Have specialty in media and communication;
* Be **a junior communication professional** in the organization and have a role in the organization’s Facebook page;
* Currently responsible for developing, executing or coordinating communication   
  in the organization;
* Commitment to join the whole course and implement post training project. The post training project is a part of the applicant’s organizational communication annual work plan.

1. **Expected Results**

* Participants **formulate digital campaign** to promote their respective communication plan.
* Participants are required **to implement their digital campaigns** from their organization’s communication plan with available $2,000 grant offered by TI Cambodia.

1. **Key Training Content**

* Facebook Engagement
* Facebook insight
* Understanding page role
* Smartphone photography
* Content planning
* Digital design
* Facebook campaign

# **Advanced Training on Digital Campaign Proposal and Execution**

1. **Background**

This course aims to equip communication practitioners on how to write and plan digital campaign proposal and how to execute and harvest result for communication purposes, particularly in not-for-profit sectors.

1. **Required Participation and Timeline**

* *Training: 10-11 September 2020*
* *Follow up workshop: 29 September 2020*
* *3 online follow up sessions (TBC)*

1. **Selection Criteria**

* The applicant needs to represent organizations working on youth issues both social and political engagement;
* Have specialty in media and communication;
* Be a **senior communication professional** in the organization and have a role in the organization’s Facebook page.
* Currently responsible for developing, executing or coordinating communication   
  in the organization;
* Commitment to join the whole course and implement post training project. The post training project needs to be a part of the applicant’s organizational communication annual work plan.

1. **Expected Results**

* Participants **formulate digital campaign** to promote their respective communication plan
* Participants are required **to implement their digital campaigns** from their organization’s communication plan with available $2,000 grant offered by TI Cambodia.

1. **Key Training Content**

* Identifying opportunities
* Campaign tools
* Campaign proposal writing
* Implementation
* Outcome harvesting

# **Training on Vlogging**

1. **Background**

This course aims to equip young vloggers to have a strong videography skill in order to advocate for social courses more effectively.

1. **Required Participation and Timeline**

* *First Cohort: 03-04 September 2020*
* *Second Cohort: 22–23 September 2020*
* *Follow up workshop for first cohort: 25 Sept 2020*
* *Follow up workshop for second cohort: 29 Sept 2020*
* *3 online follow up sessions (TBC)*

1. **Selection criteria**

* Be passionate in promoting civic or political engagement
* Considering to run or currently running his/her own established vlogging platform vlog
* Have specialty in doing vlog
* Currently responsible for developing and executing communication in the organization if possible
* Commitment to join the whole course and assignment
* Desire and commitment to implement Youth Led Innovation Project after the course

1. **Expected Results**

* Participants **formulate digital campaign** to promote their respective communication plan
* Participants are required **to implement their digital campaigns** from their organization’s communication plan with available $2,000 grant offered by TI Cambodia.

1. **Key Training Content**

* Understanding audience
* Distribution plan
* Define your theme
* How to engage your audience
* Storyboarding and scripting
* Interview technique
* Consent
* Equipment investment
* Shooting technique
* B-Roll
* Create your own Vblog
* Footage shorting
* Editing software

**How to submit and Deadline of the Submission៖ Send the application form via email:** [**amrithchheang@ticambodia.org**](mailto:amrithchheang@ticambodia.org) **by 15 August 2020.**

**Application Form**

*Overall instruction: You can use English or Khmer to fill and answer questions in this form.*

*All information is kept strictly confidential.*

*Please select* ***one or two*** *of the following courses that you are interested in attending:*

**Apply for:**

**⃣** Training on Running Facebook Campaigns

⃣ Training on Digital Campaign Proposal and Execution

⃣ Training on Vlogging (First Cohort) *03-04 September 2020*

⃣ Training on Vlogging (Second Cohort) *17–18 September 2020*

1. **Personal Information**

Full Name:

Gender:

Nationality:

Current Address:

Email Address:

Phone Number:

1. **Current Working Experience:**

Employer:

Position:

Role and Responsibility:

Period:

1. **Credentials**

Please paste a link to your portfolio which can be any communication works from your current, previous workplaces or personal work. It can be articles, vlogs, poster, online campaign, press release, statement, all of which needs to come from your own idea.

***Link: ……………………………………………………………………………………………………………………….***

1. **Academic History**

Please fill in university degree or media related courses you have attended so far

1. Degree/Course:

School/University:

Year:

1. Degree/Course:

School/University:

Year:

1. Degree/Course:

School/University:

Year:

1. **Interest and Motivation**

Tick the following course you apply for and answer at least 100 words below each questions. For those applying for two courses, you need to explain both choices.

**🗆 Running Facebook Campaigns**

**🗆 Training on Digital Campaign Proposal and Execution**

**🗆 Training on Vlogging**

1. Why do you want to attend this training?
2. How do you think the knowledge gained in this course contribute to your career path?
3. What kind of initiative you wish to do upon finishing the training? Explain what, why, how and how long the initiative is. Please extract your annual communication plan at your organization that you plan to implement with technical skills you learnt from the course.