

Content Design and Social Media Management Training for Special Branch Leadership Members of Muhammadiyah Japan Insert ? Translations of training noun

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ABSTRACT

Content design and social media management are essential for businesses and organizations to increase their presence on social media and reach a larger audience through engaging and effective content. One organization that uses social media as a communication tool is the Head of the Special Branch of Muhammadiyah (PCIM) Japan. So far, PCIM Japan uses Instagram as a communication medium to build relationships with internal and external publics. However, the limited skills and resources of PCIM Japan are obstacles to developing effective social media. Since 2020, there have only been 91 posts uploaded. The content is more dominated by holiday celebrations and congratulations to community members. The purpose of the training was to improve the design competence and literacy of social media management of PCIM Japan members. The training was held online for 2 sessions and 1 mentoring session with a target of 25 participants. The trainees gave a positive response to this activity. This can be seen from the activeness of participants during the training. They find this training very useful to improve the capacity of social media management skills.

Kata Kunci: *pcim jepang, instagram, sosial media*