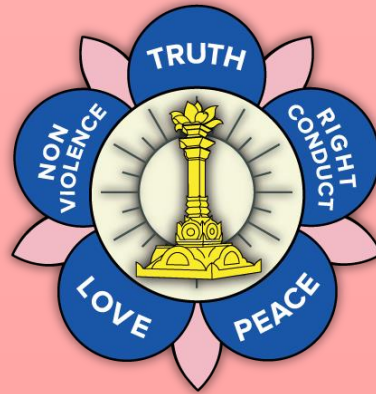


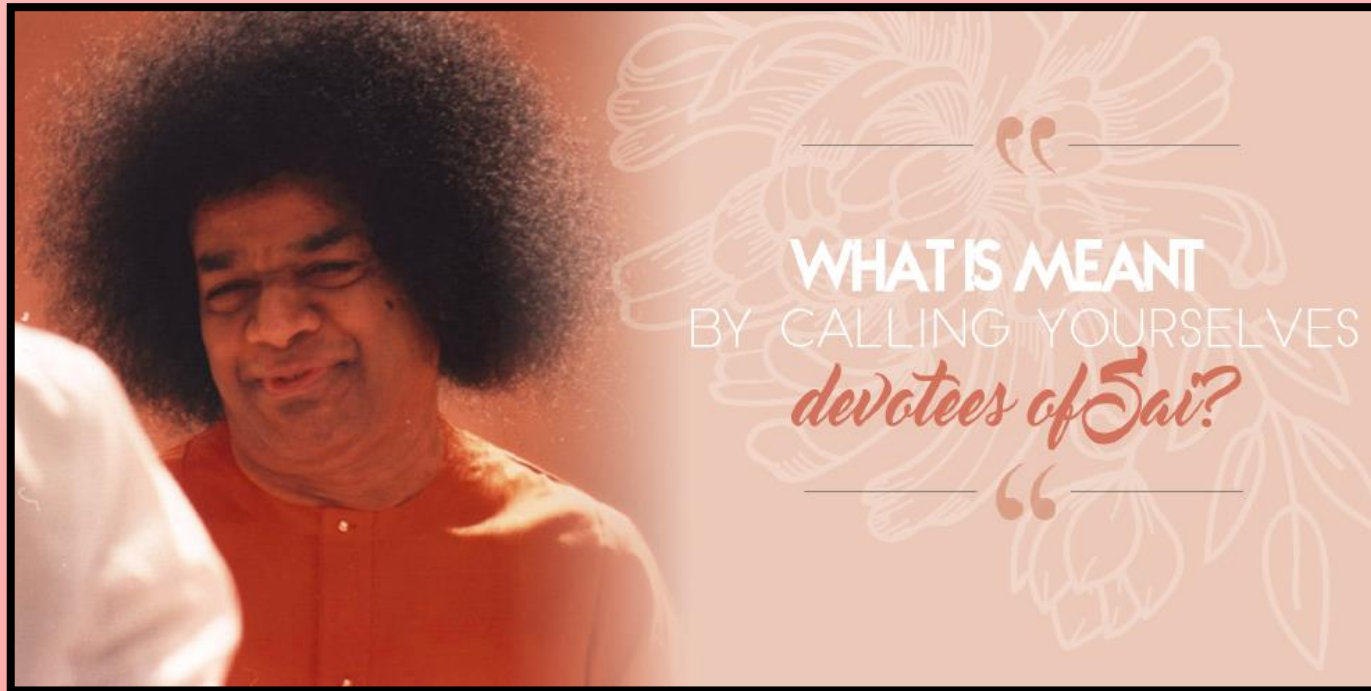
OFFICE BEARER ORIENTATION & TRAINING

FORMAT AND CONTENTS



Sathya Sai International Organisation South Africa

INTRODUCTION



PERSONAL DEVELOPMENT - SEVADAL NEXT - ADMINISTRATOR

JOY = JESUS FIRST – OTHERS NEXT – YOURSELF LAST

Sathya Sai International Organisation South Africa



PURPOSE



Sathya Sai International Organisation South Africa



REQUIREMENTS



5 VIDEOS:

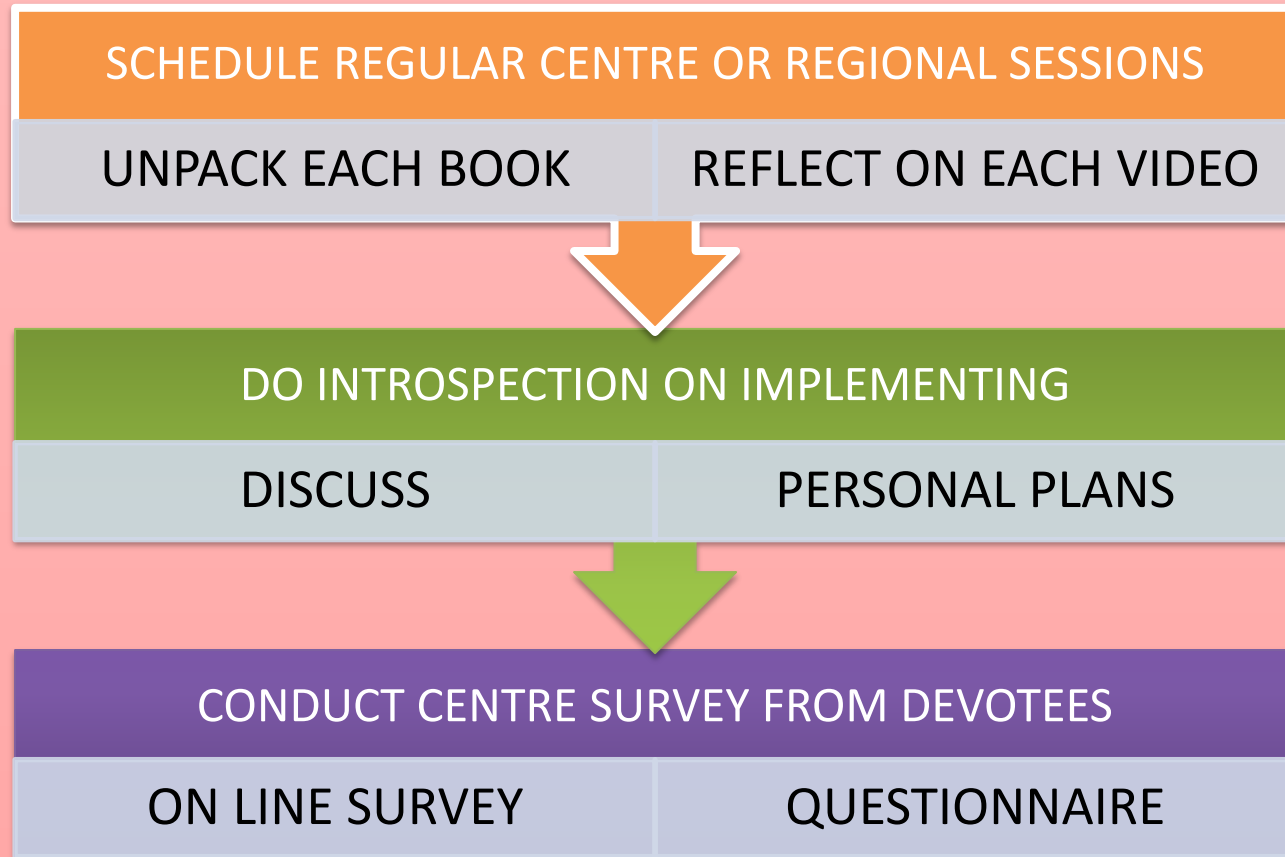
Dharma of a devotee 1&2

Sadhana serving the organisation 1&2

Selfless Seva

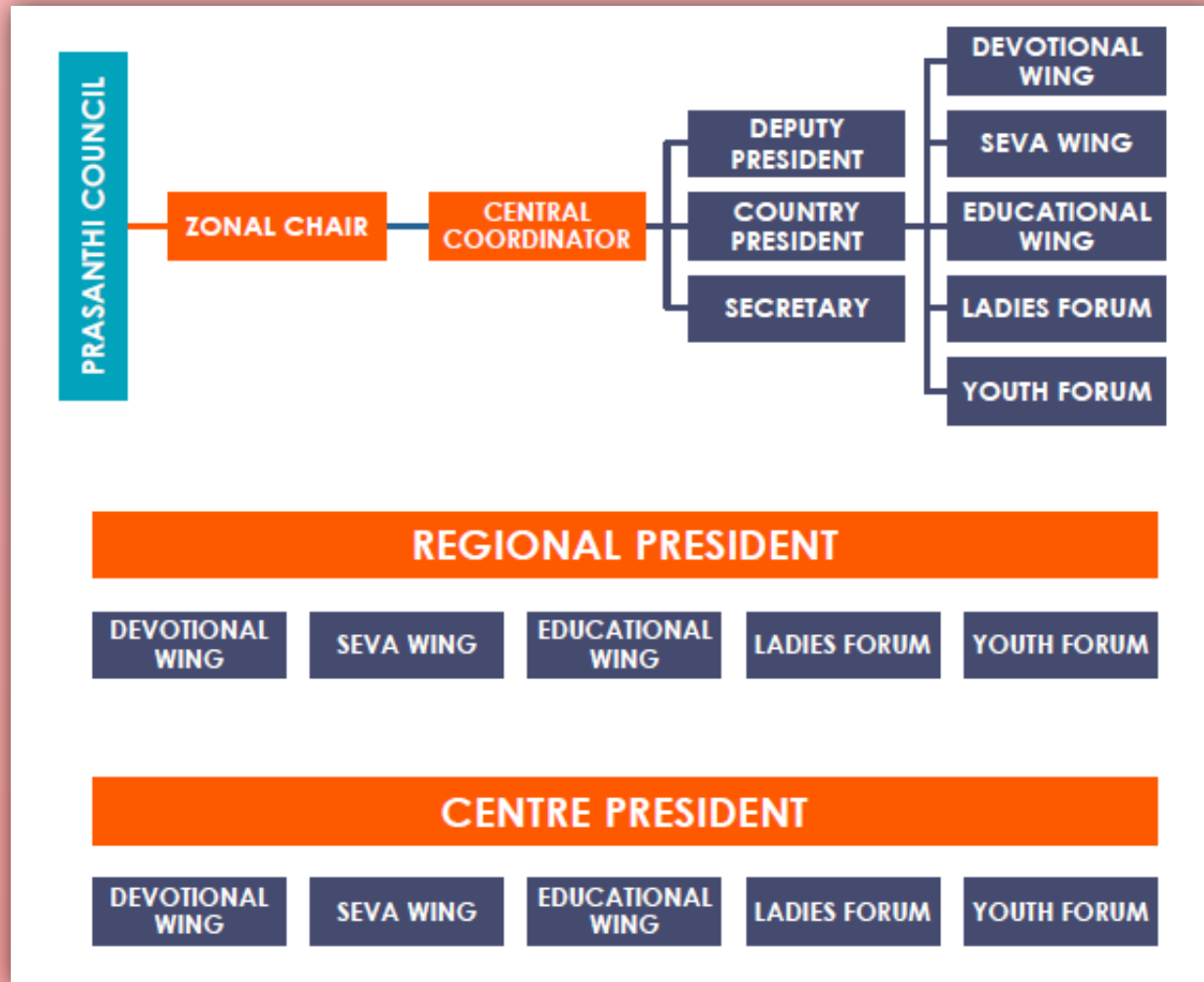


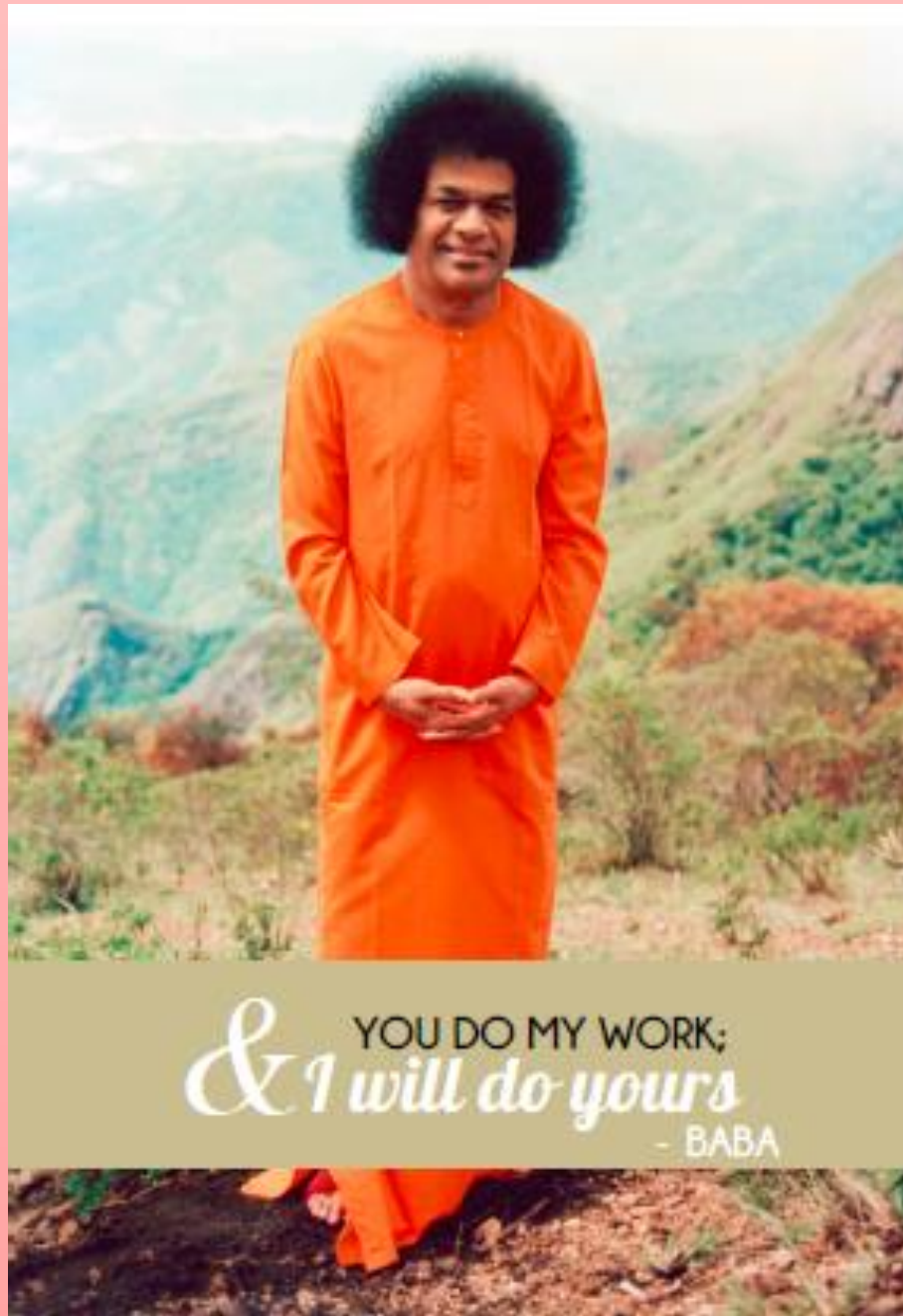
HOW?



SUPPORT

🌸 BELOW IS A STRUCTURE – NOT JUST FOR PROTOCOL



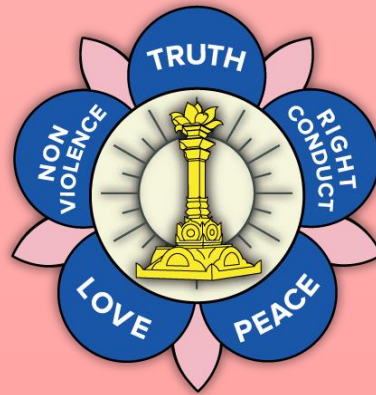


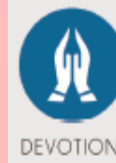
Sathya Sai International Organisation South Africa



SSIOSA Media

01/2017





Objectives of the Media Team

- Ensure effective communication (Articles, Newspapers, TV, Magazines, Social Media etc.)
- Streamline All Communication and look and feel of it
- Identification icon for each of the pillars of the organisation. i.e.
 - Devotional,
 - Educational,
 - Service,
 - Young Adults and
 - Ladies
 - Highlighting the aspects of Educare, SocioCare and Medicare together with all Public Outreach Committee Sub-Committees (Walk for Values, Public Meetings, Community engagement and Interfaith)



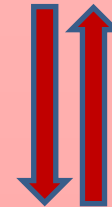
Communications

- SSIOSA website to be enabled more effectively to serve all centres and devotees.
- i.e.
- Media Co-ordinator to oversee all communications
- All communication templates to be available on site.
- Hyperlinks to click through to centres
- Photo Gallery and Video archives to be updated
- Rules of engagements on all social media platforms



Way Forward

- Roadshow in the Region – Gauteng
- Regions and centres to appoint Media coordinators
 - Each centre to update and finalise all activities
 - This will feed into a Regional calendar
 - Which will feed into a National Calendar



Roll Out

Item	Roll out Plan
Roadshow	Roll out to Centres (Gauteng) to be finalised by the 15 th February
Calendar of all Events/Festivals	Each centre to update and finalise all activities for the year This will feed into a Regional calendar Which will feed into a National Calendar
Communications	SSIOSA website to be enabled more effectively to serve all centres and devotees. i.e. templates to be available on site. Hyperlinks to click through to centres Gallery to be updated Rules of engagements on all social media platforms Each centre to have a resource to manage the social media.

