

TOGETHER WE SHARE AND LEARN

Friends of Max Workshop on Social Media as a Valuable Tool

30th October 2021 4:00 PM to 6:00 PM

A G E N D A

Welcome & On the Agenda

Aashray Paul (Communications Manager, Friends of Max)

Importance of Social Media for NGOs in a post-pandemic world-

Viji Venkatesh (Region Head – South Asia, The Max Foundation)

Friends of Max and Chai for Cancer's Social Media pages in 2021-

Aashray Paul (Communications Manager, Friends of Max)

How the IKEA Foundation harnesses the power of social media

Altaf Makhiawala (Strategic Communicator, IKEA Foundation)

Social Media from a treating physician's perspective

Dr Bhawna Sirohi (Lead Medical Oncologist, Apollo Proton Cancer Centre)

Open Discussion

Moderators: *Viji Venkatesh (Region Head – South Asia, The Max Foundation)*

Sujeesh Sukumaran (Trustee, Friends of Max)

Beena Narayanan (Programme Officer, The Max Foundation)

Vote of Thanks

Global Communication Team (The Max Foundation, South Asia Region)



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