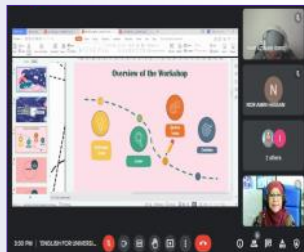


APB Online Workshop Series: English for University Professionals

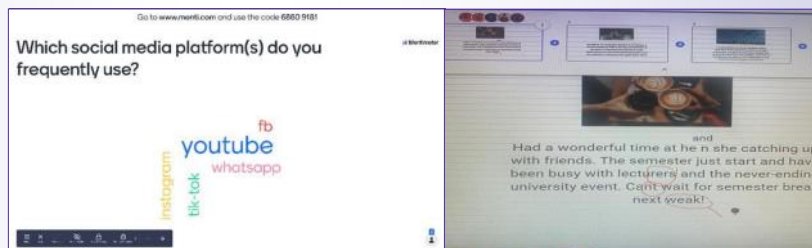
Series 1: Writing Error-Free Social Media Posts Report by Dr. Norhaslinda Hassan

APB Online Workshop Series: English For University Professionals marks the inaugural online workshop series initiated by the Academy of Language Studies, UiTM Cawangan Pulau Pinang. The first of its series entitled ‘Writing Error-Free Social Media Posts’ commenced the online workshop on 19 November 2021. Facilitators for this series were Dr. Rofiza Aboo Bakar, Maizatul Akmal Mohd Mohzan, Norhafizah Abdul Halil, Muhammad Aiman Abdul Halim Aiman, Rosmaliza Mohamed, led by Dr. Norhaslinda Hassan. It was a 2-hour session, which started at 3 p.m and ended at 5 p.m via Google Meet.

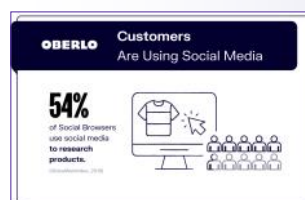
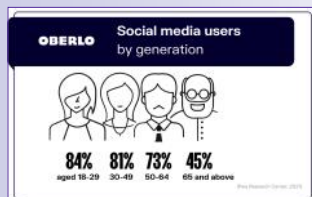


36 lecturers from various faculties including Hotel & Tourism Management, Engineering and Pharmacy joined as participants. Divided into three sessions: induction, discussion and hands-on, facilitators of the workshop came out with interesting and interactive activities. The participants were divided into small groups of 6 to ensure the effectiveness of the workshop, specifically the hands-on session.

The induction was carried out to gauge participants’ knowledge on social media by means of an interactive app, *Mentimeter*. This was followed by a discussion on the importance of writing error-free social media posts, techniques in writing error-free social media posts, the dos and don’ts, and some examples of good social media posts. The hands-on activities included error analysis and writing social media posts on various professional occasions. *Jamboard* was employed as a platform for the hands-on activities and was an interactive session as facilitators were able to offer their feedback to the participants.



Drawing upon the responses from the pre- and post- survey disseminated among the participants, it is evident that the participants had gained a lot of knowledge with regards to writing social media posts. On top of that, the participants had enjoyed the session. As the organiser, it is our heartfelt gratitude that the workshop went well. Our conviction is that the participants will enjoy all the series and ultimately, gain knowledge from them.



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