

# WEEKLY BULLETIN

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## NIPAM LEADING THE WAY WITH SOCIAL MEDIA INTERACTION

Social media presents itself as the foremost platform for communication between an organization and the general public more so than traditional media due to the ever-increasing number of potential users going online.

The Namibia Institute of Public Administration and Management (NIPAM) has seen this trend and it has sought out means to establish direct communication lines with its various stakeholders through various social media platforms including Facebook and YouTube. NIPAM has also sought to use innovative platforms like Clubhouse to reach out to interested parties, through which it can help educate the Namibian populace about the mandate of NIPAM. The current statistics depict an ever-growing number of Namibians that are going online through their mobile devices particularly smartphones, which in particular are responsible for more traffic online than laptops and computers. The current

statistical evidence points to about an estimated 800 000 Namibians at last count using social media with an annual increase of about 90 000 Namibians per annum. The pulling factor of social media has reached such strength that traditional media like newspapers have turned to a hybrid model in order to survive as more Namibians turn to social media for the news.

Social media can allow an organization to build a loyal following online, therefore, cutting out any interference that may come from delayed communication and stale communication channels like newspapers. It allows for direct accountability on part of the organization disseminating information as followers can inquire directly and most times immediately should anything be out of order which builds not only trust but it also helps to maintain high levels of quality information dissemination.

NIPAM encourages its staff to go for covid-19 vaccination to ensure a safer working environment



IT tip of the week

**Social engineers**

Social engineers prey on the good-mannered. Don't be afraid to say no.



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REMEMBER TO  
WEAR YOUR MASK,  
WASH YOUR HANDS  
THOROUGHLY WITH  
SOAP AND SANITIZE  
REGULARLY

