

THE ASSOCIATION OF KENYA INSURERS

AKI Centre, Mimosa Road, Mucai Drive, Off Ngong Road.

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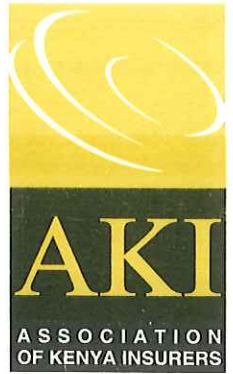
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AKI CIRCULAR NO. 54/PR&EA/TMG

26th April 2021

To: **CHIEF EXECUTIVE OFFICERS
MEMBER COMPANIES
THE ASSOCIATION OF KENYA INSURERS**

Ladies and Gentlemen,

RE: SOCIAL MEDIA TRAINING

Social media platforms are a ubiquitous communication platform today. Businesses have greatly benefited from these platforms as they are able to directly access their customers and they can interact like never before.

The Secretariat, in December 2020, carried out an audit of AKI Members' presence and activity on social media. The findings revealed that a cross section of members are not effectively utilising the platform to engage customers, market and sell products, address customer complaints or build their brands.

AKI has partnered with, digital marketing agency, Socialmeds, to host a virtual social media training on **Tuesday, 4th May 2021 from 10am – 12noon**. The training will cover topics such as how to develop engaging content, how to grow your social media following, how to advertise, how to measure performance among others.

Register in advance for this FREE training via link below;

https://us02web.zoom.us/webinar/register/WN_FVfxUXThTnWDqCf55Hvbcg

To help us tailor the training to address your immediate needs, please fill in the brief questionnaire below by 29th April 2021 <https://forms.gle/pHwnV4K1DaQfnug16>

Yours sincerely,


**T.M.GICHUHI
EXECUTIVE DIRECTOR**