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USPAK EVENTS

Living Securely in a Digital World: Social Media and the Internet Workshop

MCMF and the USPAK foundation invite **students and parents** to participate in a digital media management workshop **Saturday, June 13 at 3 p.m** at MCMF Office, , 811 Russell Ave, Suite G, Gaithersburg, MD 20879.

Event Flyer

Arfa Syed, Digital and Social Media Strategist will lead the workshop covering issues and topics to include:

- The pros and cons of social media
- How to avoid common pitfalls on social and digital media
- Leveraging social media for success
- The smart approach to social networking
- Protecting and managing your digital profile
- Browsing online, cookies and e-commerce
- Apps and location services
- Common security threats and scams geared towards students
- Managing your overall digital presence

Benefit: Students will learn the importance of, and how to actively manage their digital footprint to leverage social and digital media for personal and career success. They will also learn the cons of social media and how to avoid common pitfalls. Legal guardians should attend this session to learn ways they can play an active role in the management process and commit to helping children be responsible in the digital space.



Speaker Bio: **Arfa Syed** is a digital and social media manager currently at the Auto Care Association where she leads their online social and digital strategy and manages their online advertising portfolio, including a Google Grant Pro for non-profits for up to \$480,000 per year. She also spearheads the association's social media team during their trade show AAPEX, which in conjunction with SEMA show, comprises Auto Week (AAIW) in Las Vegas with more than 120,000 attendees. Additionally, she's involved with several executive committees and boards for non-profits including the Global wing of Organization of Pakistani Entrepreneurs in North America (OPEN) and Muslim Urban Professionals. She frequently does talks and webinars on marketing, digital media and leadership. Twitter: @arfasyed1



**Living Securely in a Digital World:
Social Media and the Internet**
Saturday, June 13th, 3 - 6 p.m.
MCMF Office, 811 Russell Av, Gaithersburg, MD

MCMF and the USPAK foundation invite students and parents to participate in a digital media management workshop Saturday, June 13th at 3 p.m. Afa Syed, Digital and Social Media Strategist will lead the workshop covering issues and topics to include:

- The pros and cons of social media
- How to avoid common pitfalls on social and digital media
- The smart approach to social networking
- Protecting and managing your digital profile
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SUMMER ACTIVITIES FOR STUDENTS

After the workshop, share Pizza with friends and students, suggest how you want to spend your summer. Join MCMF Youth Wing, and get involved in planning summer activities.



For more details of the workshop and event program call 301 760 7006 or 202 505 4725, or visit MCMF or USPAK website.

Program:

Time	Description
3:00-3:15 PM	Welcome and Introduction
3:15 – 4:00 PM	Workshop: Cyber security & Social Networking
4:00 – 4:30 PM	Interactive Exercises Q& A
4:30 -5:15 PM	Youth Summer Activities Planning Organization of MCMF Youth Wing
5:15 – 5:45 PM	Networking & Snacks
5:45 – 6:00 PM	Wrap up

Help Us Help You

USPAK is a volunteer organization working for the betterment of Pakistani Americans. Our efforts are focused on developing future leaders of our country from within our community. We also work to address issues of concern of our community, ranging from immigration, civil liberties, religious freedom, and socio-economic development of Pakistani American community.

It is through help of supporters like you that we are able carry on our vision promoting the ambitions and aspirations of Pakistani Americans. Your support today can ensure that Pakistani Americans have a place at the table, as we shape the policies on immigration, the economy and civil rights. You can help build a more vibrant and inclusive democracy.

Can we count on you to help? Can you donate \$500, \$250 or \$150 today? [Click here](#) and use **Donate** button. USPAK is a 501 c3 non-profit organization; your donation qualifies for tax deduction.

