



# **“Communications Master • OFCA” Facebook Fan Page**

Telecommunications Users and Consumers Advisory Committee

1 December 2016

# “Communications Master • OFCA” Facebook Fan Page

- ❑ Soft-launched on 24 October
- ❑ To share with the general public various “Super Smart” consumer tips on the use of communications services
- ❑ To publish the first-hand information about the consumer education activities organised by the Communications Authority



[www.facebook.com/communicationsmaster.ofca](http://www.facebook.com/communicationsmaster.ofca)



# “Communications Master • OFCA” Facebook Fan Page

## □ Post Contents

- ◆ Promotion of activities
- ◆ Consumer messages
- ◆ Educational videos
- ◆ Publicity materials



# “Communications Master • OFCA” Facebook Fan Page

Four consumer columns are set up on the desktop version

## □ Consumer Education Corner

- ◆ Consumer Alerts
- ◆ Publicity Materials
- ◆ General Guides to Consumers
- ◆ Consumer Advice Column



# “Communications Master • OFCA” Facebook Fan Page

Four consumer columns are set up on the desktop version

- ❑ Consumer Education Campaign
- ❑ OFCA YouTube Channel
- ❑ Learning Corner (in production)



# “Communications Master • OFCA” Facebook Fan Page

□ OFCA promotes the Fan Page via the following channels

- ◆ Sending of emails
- ◆ Consumer education activities
- ◆ Publicity materials
- ◆ Online advertisements
- ◆ Newspaper advertisements
- ◆ Facebook advertisements





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and share it with others !

