

**EMBARGOED TILL 1 PM, 31 MARCH 2021**

**Facebook launches digital upskilling initiative,  
targets up to 2700 participants and 1000 SMEs**

*Two of four programs created in partnership with SGTech, with support from the Infocomm Media Development Authority, Enterprise Singapore and Digital Industry Singapore*

**Singapore, 31 March** - Facebook Singapore today announces the launch of its largest training initiative, Upskill with Facebook Singapore, comprising four digital marketing certification programs targeted at students, job seekers, working professionals, academics and businesses. This umbrella initiative is part of Facebook's commitment to support Singapore's Smart Nation ambition, by providing comprehensive resources for Singaporeans to upskill themselves digitally.

The four programs under the Upskill with Facebook Singapore initiative are Facebook Social Media Marketing Professional Certificate, Rise, Facebook Blueprint Higher Education, and Boost, curated by Facebook in partnership with SGTech, and supported by the Infocomm Media Development Authority (IMDA), Enterprise Singapore (ESG) and Digital Industry Singapore (DISG). The initiative will be further supported by exclusive content such as webinars and workshops created and led by Facebook employees across the Singapore office.

To mark the launch of the initiative, Facebook will be hosting a private panel discussion on the topic of Upskilling and Digitalization, with guest of honor Mr S Iswaran, Minister for Communications and Information, Damian Kim, Managing Director of Facebook Singapore and Nurul Hussain, Founder of The Codette Project, with opening remarks from Dan Neary, Vice President of Facebook in Asia Pacific.

"At Facebook, we continue to invest in supporting Singapore's talent and to play an active role around the digital upskilling of businesses and individuals, especially during a time when many continue to manage the ongoing impact of COVID-19. We have seen the pandemic accelerate the rate at which people and businesses are going digital: five years of digital transformation in one year. The resources we have created for our largest training initiative will help local businesses along their digital journey and provide meaningful opportunities for individuals to equip themselves with the necessary skills to remain competitive in the digital-first world we live in," shared Damian Kim, Managing Director of Facebook Singapore.

"Initiatives such as 'Upskill with Facebook Singapore' demonstrate the close partnership between the government, industry and community in providing training and development opportunities for fresh graduates, mid-career professionals and SMEs. Such initiatives are particularly important at a time when digital and tech roles are in strong demand across all sectors of the economy, which are seeking digital solutions. As an engine of growth and transformation for the wider economy, the ICT sector will generate many exciting opportunities for our companies and workers. As the sector expands, industry partners like Facebook are well placed to identify training opportunities that best meet the sector's emerging needs, and help workers acquire in-demand tech skills and be part of a thriving digital future. I welcome more collaborations like this with our industry partners," said Mr S Iswaran, Minister for Communications and Information.

"Upskill with Facebook Singapore is a tremendous shot in the arm for the wider ecosystem, helping Singaporeans build skills that will enable them to stay competitive as well as equipping our SMEs with digital tools to transform their businesses for the better. By working together with leading players like Facebook, we can continue to adapt to the challenges arising from COVID-19 and create growth and job opportunities for Singapore and Singaporeans," said Ang Chin Tah, Vice President and Head, Digital Industry Singapore.

"As Facebook's trade association partner in Singapore, SGTech is well-positioned to help SMEs embark on a digital transformation journey as the economy reaches post-pandemic recovery. Through efforts led by SGTech's member companies, we have seen record numbers of SMEs adopt technology last year. However, many still need help, and some are only getting started. Facebook's initiative is timely, and SGTech will come alongside to guide how SMEs adopt online solutions to strengthen their businesses," added Mr Wong Wai Meng, Chairman, SGTech.

## **Facebook Social Media Marketing Professional Certificate**

The Facebook Social Media Marketing Professional Certificate is a 20-week program targeted at fresh graduates, entry-level working professionals, job seekers, career-changers and public sector employees. Under the Upskill with Facebook Singapore initiative, the program will include live webinars conducted by Facebook employees, panel sessions with industry experts, as well as workshops on best practices to boost resumes and interview techniques. Applicants who complete the program will be a certified Social Media Marketing Professional or Digital Marketing Associate. Facebook is selecting up to 1,200 participants to award scholarships for this program. Facebook is also partnering The Codette Project and Mums@Work to extend the scholarships to members of the initiatives.

## **Rise**

Rise is a Facebook program focused on supporting professionals who are looking to join the advertising, media or creative agency industry in Singapore. In this three-month program, participants will have access to free online content and development sessions to help them learn, grow and thrive as agency professionals. This program is part of Facebook's broader collaborative efforts with industry organizations like AAF, 4As and Blueprint to support the industry and continue to build a strong pipeline of talent.

## **Facebook Blueprint Higher Education Program**

Facebook Blueprint Higher Education is an immersive training program designed for educators, teachers and students from higher education. It acts as a supplementary component to existing curriculum, and will take up to 1,000 students through basic digital marketing concepts and real-life practices to empower them to be a Facebook Certified Digital Marketing Associate. With the launch of a revamped Blueprint Educators Portal, educators can now integrate resources with their existing syllabi and build their own teaching experiences.

## **Boost**

Designed for Small and Medium Enterprises (SMEs), Boost is developed in partnership with SGTech and with support from ESG, and aims to help up to 1,000 SMEs adopt online solutions to deepen and strengthen their businesses for eventual recovery post the pandemic. It will include free educational workshops, live panel sessions, one-on-one clinics and training by top ecosystem partners like Canva, OFFEO, SHOPLINE, and EasyStore.

For more details on each of the programs, please refer to Annex A.

The four programs will run in staggered phases starting from March 2021. For more information, participants can head to <https://upskillwithfacebooksg.splashthat.com/>.

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## **About Facebook**

*Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook's apps and technologies to connect with friends and family, find communities and grow businesses.*

## **Media Contact**

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# FACEBOOK

## Annex A

	<b>Facebook Social Media Marketing Professional Certificate</b>	<b>Rise</b>	<b>Blueprint Higher Education Program</b>	<b>Boost</b>
<b>About the program</b>	<p>A certified program aimed at students and entry-level working professionals, providing the experience of live webinars and Q&amp;As conducted by Facebook employees, panel sessions with industry experts, as well as workshops on best practices and ways to boost resumes and interview techniques.</p> <p>A certified applicant will be able to:</p> <ol style="list-style-type: none"> <li>1. Master social media marketing skills with free courses covering topics on content creation, social advertising, branding and measurement.</li> <li>2. Receive an official certificate from Facebook and Coursera to share across on social profiles, resumes or portfolios.</li> <li>3. Get support to build resumes, prepare for interviews and connect with Facebook's network of top employers who are hiring for social media focused roles in the industry.</li> </ol>	<p>Rise is a Facebook initiative focused on supporting professionals who are looking to join the advertising, media or creative agency industry in Singapore. In this three-month program, participants will have access to free online content and development sessions to help them learn, grow and thrive as agency professionals.</p> <p>There are 3 pillars to Rise - Learn, Grow, Thrive:</p> <ul style="list-style-type: none"> <li>• Learn: Community members have the opportunity to develop their digital skills through free Blueprint Media Planning &amp; Creative Strategy training and certification, as well as, Marketing Science and Insights Spotlight sessions led by Facebook experts.</li> <li>• Grow: Community members have access to inspirational career talks led by leaders within Facebook and the Singapore Agency community, as well as, can take part in interactive soft skills workshops such as Vision Writing.</li> <li>• Thrive: Community</li> </ul>	<p>The Facebook Blueprint Higher Education Program aims to empower educators' teaching and students' learning on digital marketing knowledge and skills, so as to strengthen students' employability, at the same time build a highly-qualified talent pool in Singapore.</p> <p>The Educators Portal hosts a wide range of teaching materials that educators can download and incorporate into their classes. Students can extend their learning with the online digital marketing courses and join Blueprint's live training sessions to prepare for the Facebook Digital Marketing Associate Certification Exam. This will enable the certified students to stand out in the job market and build credibility with future employers.</p>	<p>The Boost with Facebook program aims to provide free educational workshops and is designed to empower local businesses and communities with digital skills that can help them engage successfully.</p> <p>The program includes a range of digital formats, that can be used to help deliver education and diverse perspectives from partners and businesses.</p> <p>The programme includes:</p> <ol style="list-style-type: none"> <li>1. <b>Workshops</b> – A curriculum that covers the basics of getting started on Facebook and Instagram and creating great content and engagement strategies, to using more advanced tools like Ads Manager to grow your business</li> <li>2. <b>Live Panel Discussions</b> – In-person or online sessions for businesses and community leaders to learn from real experiences from like-minded people</li> <li>3. <b>Clinics</b> – providing 1:1 support for businesses through their digital transformation journey</li> </ol>

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		<p>members will hear inspirational stories from entrepreneurs and creators in Singapore who have shown resilience and thrived in an uncertain world.</p> <p>The Rise journey starts <a href="#">here</a> - join our community to access upcoming events and on-demand content, meet industry peers and more!</p>		
<b>Recommended for</b>	<p>Students and entry-level working professionals and career-switchers seeking to develop social media marketing skills</p> <p>Scholarship eligibility requirements: Singaporeans and PR, minimum age 17 years old</p> <p>Up to 1200 slots open</p>	<p>Professionals who are looking to join the media and creative agency industry in Singapore</p> <p>Up to 500 certifications available</p>	<p>Educators teaching or launching digital marketing upskilling programs in institutions</p> <p>1000 slots open</p>	<p>Small business owners or small business marketers</p> <p>Up to 1000 SMEs with a focus on F&amp;B, retail and tourism will be invited to training webinars</p>
<b>Certification</b>	<ul style="list-style-type: none"> <li>• Social Media Marketing Professional</li> <li>• Digital Marketing Associate</li> </ul>	<ul style="list-style-type: none"> <li>• Media Planning Certification</li> <li>• Creative Strategy Certification</li> </ul>	Digital Marketing Associate	
<b>Availability</b>	April 2021	April-June 2021	Available Now <a href="https://www.facebook.com/business/learn/digital-skills-programs/teacher-resources">https://www.facebook.com/business/learn/digital-skills-programs/teacher-resources</a>	Mid-2021
<b>Cost</b>	<p>Free</p> <p>Scholarships for the 20-week program at a cost of USD49/month per participant, fully borne by Facebook</p>	Free	Free	Free (webinars are invite-only)
<b>Duration</b>	20 weeks	3 months		3 months