



SOCIAL MEDIA LITERACY FOR YOUTH LEADERS

2026

Bhutan Media Foundation
Project Period: June - Sept. 2026



Project Report



Gelephu Youth Centre – 8 August 2026 | 35 participants

Paro Youth Centre – 25 July 2026 | 30 participants



EXECUTIVE SUMMARY



Phuentsholing Youth Centre – 15 August 2026 | 35 participants

The Bhutan Media Foundation (BMF), with support from Accountability Lab, DDI South Asia and CIVICUS, conducted four Social Media Literacy trainings at Youth Centres in Paro, Gelephu, Phuentsholing, and Bajo, reaching 130 participants. The sessions covered misinformation and disinformation, fact-checking, fake news, online safety, cyberbullying, hate speech, responsible social media use, and digital citizenship. Participants also learned about Generative AI.

Following the trainings, four youth groups received Nu. 10,000 each to conduct Youth-Led Social Media Outreach Programmes. The outreach reached 865 direct and 250+ indirect beneficiaries through activities with pre-service teachers, youth, students, and community groups in Paro, Gelephu, Phuentsholing, and Bajo. The project strengthened youth capacity and encouraged trained participants to share Social Media Literacy knowledge with their peers and communities.



Bajo Youth Centre – 22 August 2026 | 35 participants



Glimpses of the Activities





FOUR YOUTH-LED SOCIAL MEDIA OUTREACH PROGRAMMES



Paro: Outreach with pre-service teachers at Paro College of Education on misinformation, responsible, social media use and digital citizenship.



Gelephu: Youth Centre outreach covering misinformation, fact-checking, cyberbullying, online safety and responsible social media use.



Phuentsholing: Outreach with Rigser HSS students on misleading information, content, cyberbullying, online safety and digital citizenship.



Bajo: Community youth outreach focused on information verification, misinformation, and safe digital behaviour.





Participant Testimonials

Voices from our participants on their learning journey and the impact of Social Media Literacy Training.



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KELLNOR KARMA YENTEN

Student, Rigser HSS

The Social Media Literacy Training was truly eye-opening. I learned that social media has both benefits and risks, and that there is much more we need to understand and navigate responsibly. Overall, I learned that there is still a lot of information I need to absorb and many skills I wish to improve.

15.08.2026 Phuentsholing



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KINGA SINGYE

Student, GCIT

The Social Media Literacy Training was truly enlightening and gave us a wonderful opportunity to deepen our understanding of digital and social media literacy. Moreover, learning about AI was especially eye-opening, providing us with new insights into its applications and ethical considerations.

25.07.2026, Paro



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CHOKI LAMO DRUKPA

Student, Drugyel HSS

I learned that social media is not just a platform for entertainment, but a powerful tool that can be used for learning, communication, and sharing information responsibly. I'm grateful to the organizers, facilitators, and fellow participants for their time, effort, and dedication in making this programme meaningful and impactful."

25.07.2026, Paro



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PAVITRA

Student, Paro College of Education

This training has been an eye-opening experience. It helped me understand the importance of critically examining information on social media, protecting privacy, communicating respectfully, and being a responsible digital citizen. Henceforth, I'll strive to practice responsible digital citizenship while encouraging others to do the same.

25.07.2026, Paro





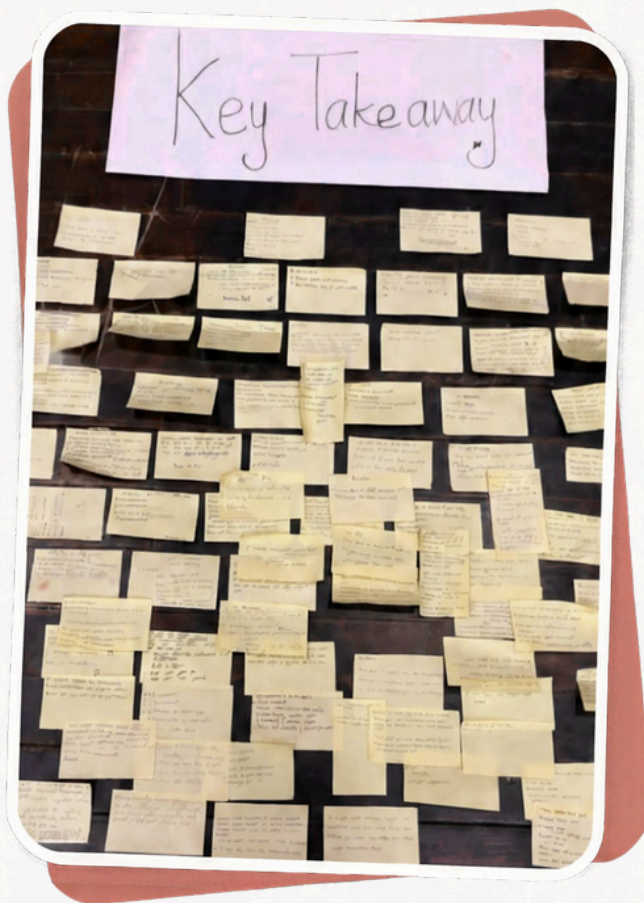
Success Stories / Accomplishments



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A key success of the project was its ability to turn learning into youth-led action. After completing the Social Media Literacy trainings, selected youth groups took the initiative to design and deliver outreach activities within their own communities. This gave participants an opportunity to move beyond simply receiving information and become active contributors in promoting safer and more responsible use of social media.

Through peer-to-peer engagement, the youth shared practical knowledge and encouraged others to question information, verify online content, and make responsible digital choices. The initiative demonstrated that empowering young people as digital ambassadors can extend the impact of training and create a ripple effect, allowing Social Media Literacy messages to reach schools, youth groups, and wider communities.



Challenges

- Limited time to cover the wide range of Social Media Literacy and Generative AI topics.
- Participants had varying levels of digital literacy and prior knowledge.
- Coordinating outreach activities with schools, colleges and Youth Centres required careful scheduling.
- Sustaining youth engagement beyond the project period remains a challenge.



Lessons Learned

- Youth-led approaches and seed funding help extend learning and encourage youth ownership.
- Practical, locally relevant activities improve understanding of misinformation, online safety and responsible digital behaviour.
- Schools, colleges and Youth Centres provide effective platforms for wider knowledge sharing.
- Continued follow-up and mentoring are important to sustain engagement and measure longer-term impact.

Intended Indicators vs Actual

Sl.No	Activity	Intended Indicators	Direct/Actual
1	Social Media Training at Paro	30	30
2	Social Media Training at Gelephu	30	33
3	Social Media Training at Phuentsholing	30	33
4	Social Media Training at Bajo	30	34
5	4 Youth-Led Social Media Literacy Outreach Programs	1000	865 and 250+ indirect beneficiaries



Other Areas That Could Be Explored



Youth-led approaches and seed funding help extend learning and encourage youth ownership.



Practical, locally relevant activities improve understanding of misinformation, online safety and responsible digital behaviour.



Schools, colleges and Youth Centres provide effective platforms for wider knowledge sharing.



Continued follow-up and mentoring are important to sustain engagement and measure longer-term impact.

