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BHUTAN INFORMATION COMMUNICATION AND MEDIA AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT



PRESS RELEASE

BICMA organized a Digital Strategy Meeting in Collaboration with Meta

Focusing on Best Practices for Government Engagement on Meta Platforms

The Bhutan InfoComm and Media Authority (BICMA), in collaboration with Meta, has organized a virtual meeting on 16th June 2025, with the objective to strengthen the digital presence and communication strategies of Bhutanese government agencies across Meta platforms- Facebook, Instagram, and WhatsApp.

The meeting brought together officials from a wide range of public institutions in leveraging digital tools for effective outreach, storytelling, and community engagement. ***The sessions covered both organic (non-paid) and inorganic (paid) strategies, as well as the direct support mechanisms Meta offers to government and nonprofit partners.***

The meeting was attended by representatives from key agencies including the government agencies, Bhutan Broadcasting Service (BBS), and Royal Bhutan Police (RBP).

Furthermore, the meeting discussed modalities of how focussed awareness programs such as youth can be delivered to the target audience on Facebook, the moderation of content through public reporting and seeking direct interventions. Meta team also clarified on the issues of inorganic (paid) content and concerns of security along with privacy on the Whatsapp platform.

Through this collaborative engagement, BICMA and Meta reaffirmed their commitment to supporting responsible digital communication, building digital competency within the public sector, and advancing Bhutan's broader digital transformation goals.