



RÉPUBLIQUE DU SENEGAL
Ministère de la Jeunesse



ANPEJ

AGENCE NATIONALE POUR LA
PROMOTION DE L'EMPLOI DES JEUNES

CHALLENGES OF DIGITAL COMMUNICATION IN PES

12th WAPES World Congress

Tallinn, du 25 au 29 Avril 2022

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Directeur de la Promotion et du
Partenariat /ANPEJ

SUMMARY

Introduction

I) Interest for the SPE to position itself on the market with digital Communication

A) The effectiveness of digital communication

B) Practical application (example ANPEJ)

II) Going further

A) Train staff in digital professions

B) Assert a more noticeable presence on social networks

C) Adopt the sponsorship system

D) Establish total quality management in all PES

Conclusion



INTRODUCTION

ILO PES Convention No. 88:
Influence the employment situation by having the best possible
organization while developing productive resources tending to ensure and
maintain full employment.

ANPEJ : Decree 2014-26 of 09 January 2014

Employment promotion and creation strategies
(SI/EMPLOYABILITE/SELF-EMPLOYMENT)

Digital communication: all the actions that the organization undertakes,
using digital tools, in order to improve its reputation (e-reputation), its
notoriety and its credibility with its customers.

THE EFFECTIVENESS OF THE DIGITAL COMMUNICATION

Basic assumptions
of effective
communication

SENSE OF
OBSERVATION

SETTING CLEAR
GOALS.



Tools

DIAGNOSTIC
QQOQCCP ou
5W

DUO OBJECTIFS-CIBLES

PLAN
COMM

TRACKING TABLE

METHODE
PERT/SCHEM
A DE GRANT

OWNED MEDIA

Information system

www.emploijeune.sn

Web site

www.anpej.sn

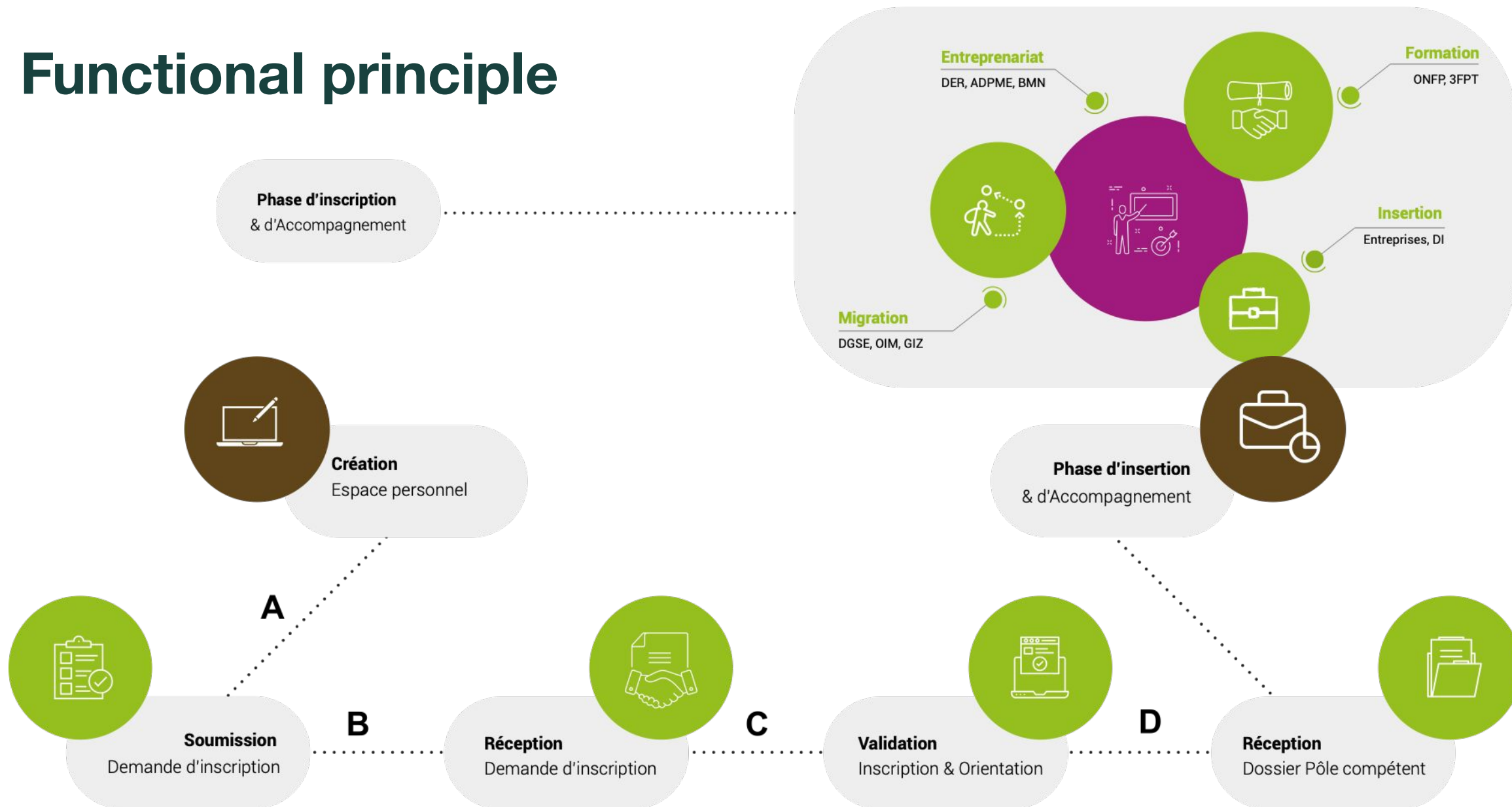
Green number

800 800 600

100 Advisors

reception, listening, information,
orientation and support towards
integration.

Functional principle



IT organization

Youth
incubation
platform

MIJA OR
AGRICULTURE
APPLIED TO THE
DIGITAL

Perspective



**GUICHET
UNIQUE**
(one-stop shop)

Existing



Youth Training
Platform

EARNED MEDIA

Email marketing

**Social Networks
(Facebook)**

Publications Relay

GO FURTHER

**STAFF TRAINING FOR
DIGITAL PROFESSIONALS**

**MORE ASSERTIVE
PRESENCE IN SN**
LinkedIn, Twitter, Instagram

SPONSORSHIP SYSTEM

**TOTAL QUALITY MANAGEMENT
(TQM)**

Thank you