

9 October 2025

Dear Members & PMSA licensees,
親愛的會員及 PMSA 持牌人:



Webinar on “Exploring New Trends in Social Media Networks”
網上講座「社交網絡新趨勢多面睇」

30 October 2025 (Thursday)
2025 年 10 月 30 日 (星期四)

The Chartered Institute of Housing Asian Pacific Branch (CIHAPB) has arranged the following webinar:
特許房屋經理學會亞太分會 (CIHAPB) 已安排以下網上講座:

Date & Time 日期及時間	30 October 2025 (Thursday) 18:30 – 20:30 2025 年 10 月 30 日 (星期四) 18:30 – 20:30
Venue 地點	Webinar link 講座連結
Title 講題	Exploring New Trends in Social Media Networks 社交網絡新趨勢多面睇
Content 講題簡介	With the rapid advancement of technology and the rise of the digital era, social media has undeniably transformed the way individuals and organizations communicate. As social platforms become an integral part of daily life, how well do we truly understand them? What do we know about livestream commerce and short-form video content? And how might emerging trends reshape the landscape? This lecture aims to provide insights into how social media can be strategically leveraged as a modern public relations tool, offering both challenges and opportunities for individuals and businesses alike. The session will cover the development and background of self-media in both Hong Kong and Mainland China, introduce fundamental concepts of self-media, and examine the social and political influence of social networks. It will also address key safety regulations and legal frameworks governing online media. Through case studies, participants will learn how to create engaging content on platforms such as WeChat Channels and Xiaohongshu (RED), and explore strategies for building personal and corporate brands. Additionally, the lecture will offer a hands-on opportunity to understand digital avatar video production and demonstrate how simple AI tools can be used to edit short videos efficiently — giving attendees practical experience in rapid content creation.

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Content 講題簡介	隨著科技持續進步及數碼化時代的迅速發展，網絡社交媒體的崛起已深刻改變了人際溝通及機構與受眾之間的互動模式。當社交媒體成為日常生活不可或缺的一部分，你對其運作和影響力有多了解？直播帶貨與短視頻的新興形式如何塑造當代營銷？未來發展趨勢將帶來哪些挑戰與機遇？ 本講座旨在協助業界人士全面了解如何有效運用社交媒體，作為新時代的公關工具，為個人及企業開拓更廣闊的發展空間。 講座內容將涵蓋香港及內地自媒體的發展現況及背景，深入探討自媒體的基本概念，並剖析社交網絡在社會及政治層面的影響力。此外，亦會介紹網絡媒體相關的安全規範及法律法規，增強風險意識與合規管理。 透過實例分析，會員將學習如何運用主流自媒體平台如微信視頻號及小紅書，創作具吸引力且具品牌價值的內容，從而建立及提升個人及企業的品牌形象。 同時，講座亦會介紹數字人短視頻的製作技巧，並實際示範利用簡易人工智能剪輯工具，讓參加者體驗快速、高效的短視頻製作流程，提升實務操作能力。	
Speakers 主講嘉賓	Since 2008, Mr. Choi Shing-ho, Cho is has been dedicated to researching promotional strategies in Mainland China, with the aim of providing businesses with market-aligned models and the most efficient channels and tactics for entering the Chinese market. In 2017, recognizing the rising trend and commercial potential of “self-media” in China, he partnered with several major domestic live-streaming platforms to develop a series of cross-border KOL (Key Opinion Leader) live-streaming initiatives, guiding Hong Kong enterprises into a new era of marketing in Mainland China. He has organized over 500 training sessions and seminars focused on promotion, sales, and self-media strategies in the Mainland, some of which were held internationally in regions such as Taiwan and Malaysia. To date, he has assisted more than 800 merchants and individuals from various countries in entering the Mainland market through the most suitable promotional approaches. 蔡承浩先生由 2008 年開始已專注於研究中國內地的宣傳方法，務求提供最貼近市場模式和最快捷的宣傳渠道及策略予企業踏入中國內地市場。2017年他更看準國內「自媒體」的趨勢和商機，與國內多個大型直播平臺合作，打造一系列以跨境KOL直播板塊，帶領香港企業一同迎來最新的國內行銷時代。 他亦舉辦了超過 500 場不同有關內地宣傳、銷售和自媒體的培訓和講座，當中有一些培訓更是於海外地方舉行，例如台灣和馬來西亞等。他協助了超過 800 名不同國家的商家和素人以最適合的宣傳模式進入內地市場。	
Programme 流程	18:20 Registration 登記 18:30 Start of the Talk 講座開始 20:15 Q&A Session 問與答環節 20:30 End of the Talk 講座完畢	
Language 語言	Cantonese 廣東話	
Fees 費用	CIH Member --- Free of Charge PMSA's Licensee – Free of Charge	CIH 會員免費參與 PMSA 持牌人免費參與

Capacity 名額	300 persons (Priority will be given to CIH Members, and a proportion of enrolments will be reserved to PMSA's licensees on a first-come, first-served basis.) 300 人 (CIH 會員優先、部分配額將預留給 PMSA 持牌人。報名先到先得。)
CPD	For CIH Member, 2 CPD units under "Personal Development" will be achieved. CIH 會員可獲持續專業發展 2 單元 (類別: 個人發展)
	 This is an "Official" and "Non-Core" activity related to "Skill Development" under the CPD Scheme of the Property Management Services Authority. Holders of Property Management Practitioner Licence may receive a maximum of 2 CPD hours by participating in the activity. 此活動屬物業管理業監管局「持續專業發展計劃」下「非核心」內容範疇內有關發展技能的正式學習活動，物管人牌照持有人可藉參與活動而獲取最多 2 小時的認可持續專業發展時數。

For enrolment, please scan the QR code or click "[REGISTRATION 報名](#)" to fill out the e-form **on or before 23 October 2025**.

如欲報名，請於 **2025 年 10 月 23 日或之前** 掃描 QR 代碼或點擊 "[REGISTRATION 報名](#)" 填寫電子表格。

For enquiries, please contact CIHAPB Secretariat at (852) 2356 8680 or email apb@cih.org.hk.

查詢請致電 (852) 2356 8680 或電郵 apb@cih.org.hk 與分會秘書處聯絡。



Chartered Institute of Housing Asian Pacific Branch
特許房屋經理學會亞太分會

Remarks

- Both successful and unsuccessful enrolments will be replied by email in-between and after the enrolment deadline.
不論報名成功與否，申請者將會在報名之後至截止日期之後通過電子郵件收到結果通知。
- You are welcome to contact CIHAPB Secretariat at (852) 2356 8680 for checking your registration.
歡迎致電 ((852) 2356 8680) 分會秘書處查詢報名情況。
- Enrolment reservations are subject to the final decision of the organizer.
報名留位以主辦單位最終決定為準。