

Be Social Media Savvy, Says UMNO Divisional Chief
Bernama
27 May, 2013

KUALA LUMPUR, May 27 (Bernama) -- An UMNO divisional chief said the party should enhance its social media savvy to effectively ward off the malice thrown at it by the opposition.

Cheras UMNO divisional head Datuk Syed Ali Alhabshee said this was because social media was a channel that could greatly impact the people's minds and alter their perception.

He said the conventional way of doing things must be transformed to adapt to the current political environment.

"Leaders must move in line with the changing times to ensure that we will be able to follow the people's sentiments including that of the young generation," he said through UMNO bahagiancheras.blogspot.com Monday.

On Sunday, Prime Minister and UMNO president Datuk Seri Najib Tun Razak said the Barisan Nasional must evolve from the aspect of strategy, approach and new programmes and be more pragmatic if it were to remain relevant in the 14th general election.

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