

# Flow Communications names new head of social media

Thrishni Subramoney has been named as the new head of social media at Flow Communications in South Africa.

Subramoney, who already leads Flow's media and social media training section, will now oversee its social media efforts. That includes its award-winning social media team.

Subramoney has worked with Flow for seven years, helping to create award-winning campaigns for clients like the US State Department, the Bill & Melinda Gates Foundation, Maropeng and Heartlines.

Subramoney worked for SABC and East Coast Radio before joining Flow.

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