Innovative Collaboration for Development

e-Learning course on social media & web 2.0
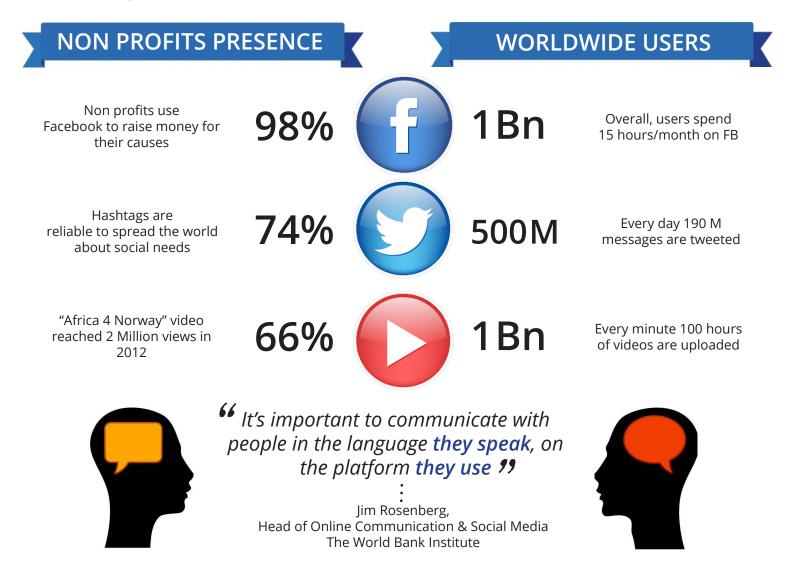

FAO · United Nations · **unitar** — United Nations Institute for Training and Research

Social Media for Development
Why is it important?

96% of millenials have joined social networks and consider emails outdated

In 2012, 50% of all internet users signed up on social networks

Asia:
1 billion Internet users

Brazil, Japan and USA:
top 3 countries on Twitter

Africa has seen nearly 3000% increase in Internet users since 2000

41% non profits consider a **PRIORITY** to devise a **SOCIAL MEDIA STRATEGY**

NON PROFITS PRESENCE

WORLDWIDE USERS

Non profits use Facebook to raise money for their causes

98% — **1Bn**

Overall, users spend 15 hours/month on FB

Hashtags are reliable to spread the world about social needs

74% — **500M**

Every day 190 M messages are tweeted

"Africa 4 Norway" video reached 2 Million views in 2012

66% — **1Bn**

Every minute 100 hours of videos are uploaded

*" It's important to communicate with people in the language **they speak**, on the platform **they use** "*

Jim Rosenberg,
Head of Online Communication & Social Media
The World Bank Institute

Information and Communication Technologies are the main gateways through which information and knowledge are accessed. They increasingly facilitate development by providing citizens with the necessary tools for self-empowerment.

UN ECOSOC 2013 on Science, Technology and Innovation

Social Media for Development

With ICTs playing an increasingly instrumental role in the delivery of basic services like education, health and food security, more efforts are needed to advance media literacy in the digital era to facilitate exchange of knowledge and collaboration among a broad range of stakeholders.

Participation and interaction via social media help governments become better partners in the transition to sustainable development by reshaping public services in ways that more closely address the needs and aspirations of people.

Learning objectives: *collaborate, contribute, aggregate*

The course "Innovative Collaboration for Development" is an initiative of the United Nations Institute for Training and Research (UNITAR) and the Food and Agriculture Organization (FAO). Its overall goal is to capacitate development professionals to harness the potential of web 2.0 tools to improve the efficiency and effectiveness of their work and increase the outreach of their organizations.

The course will enable learners to recognize the role of social media in changing the way that information is created, organized, shared and accessed. As the course aims to impart knowledge that is primarily skill based, it is designed around tasks that will give learners a practical experience of using these tools. Each task is built around an important facet of social media-Collaboration, Contribution and Aggregation and simulates a typical scenario in the development context. The course will therefore give learners the opportunity to use and analyze these tools in light of their adaptability to specific workplace contexts. The course will also focus on sensitizing learners to aspects such as security, privacy and intellectual property rights so that learners can use these tools responsibly.

Methodology: *hands-on & collaborative*

The course is composed of six modules that will be covered in nine weeks, corresponding to 75 learning hours. In each module learners are presented with primary, secondary, and tertiary courseware which support their learning at every stage. The primary courseware, in the form of flash-ware modules introduces learners to social media concepts and tools. The secondary courseware enhances initial understanding of concepts earlier discussed. It comprises of videos, quizzes, transcripts and scenario activities which guide learners in their progress through a set of tasks. These tasks form the crux of the course, where learners are required to utilize social media in the context of their work environment. The tertiary courseware involves learners' participation in discussions, journal entries and peer reviews. This component emphasizes its collaborative nature, with participants contributing to the learning of their peers while boosting their own understanding of the topics discussed.

At the end of the course, participants who successfully complete all the activities and assessments will receive a joint UNITAR/FAO certificate.

"The course went far beyond my expectations and I have no doubt about its usefulness in my career development."

ICfD Participant
Spring 2013

Outcomes:

What are learners expected to achieve?

- Enhanced ability to effectively utilize and adapt social media to perform various aspects of work.

- Improved efficiency of teams and efficacy of work through the effective use of collaboration and groupware tools at the workplace.

- Increased social networking facilitating   easier and more effective exchange of resources and ideas and the creation of a community   of people working towards a common cause.

- Greater reach and enhanced impact of organisations through innovative use of content generation tools to create awareness abouto social issues.

Quality Assurance

International Quality Certificate, Open ECBCheck-Open Certification Standart for e-Learning in Capacity Building

ECTS Accreditation:

5 ECTS (European Credit Transfer and Accumulation System) with the Universtiy of Eastern Finland for candidates of the International Master Programme in Information Technology and the International Multidisciplinary PhD Studies in Educational Technology & Learning Environments.

Knowledge sharing:

Following-up on the impact

More than 300 participants from all over the world have enhanced their knowledge and ability to utilize social media tools at work.

They are applying the acquired skills and sharing their experience through the ICfD voices blog.
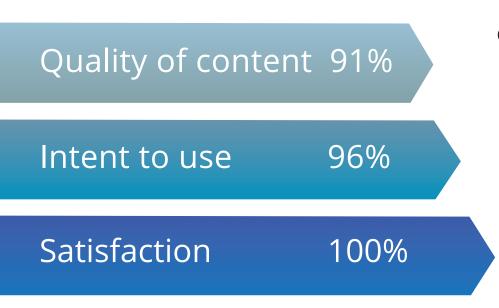
Robert, Arminé and others have already shared their stories . Follow them on www. icfdvoices.org

Participation fees: USD 850

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Results Highlights

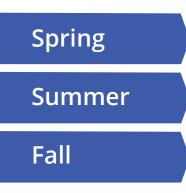Quality of content 91%

Intent to use 96%

Satisfaction 100%

"

Social Media is here to stay. I did not know that you can do a lot with web 2.0.The training should be extended to a lot of people as it is useful for development.

"

ICfD Participant Fall 2012

Calendar 2014

	English	French
Spring	3 Mar - 2 May	17 Mar - 16 May
Summer	16 Jun - 15 Aug	30 Jun - 29 Aug
Fall	15 Sep - 14 Nov	29 Sep - 28 Nov