



The Sixth African Higher Education Week and RUFORUM Biennial Conference,

Date: 20th October, 2018.

Students Social Media Training

Concept Note

Background

Since 2014 RUFORUM has conducted social media trainings at biennial conferences for student who have benefited from the various projects at the Secretariat. The need for these trainings arose because the advances in information communication and technology (ICT) and particularly the advent of social media tools and the commonality of application enabled phones, provided a means of supplementing the currently existing platforms and tools for not only sourcing for, but disseminating information among students. At the same time, there are rapid changes in education delivery and communication. As a result, digital literacy has become an essential skills set for many students in Africa.

Purpose of the Side Event

For the dissemination of research findings and programmes, traditional media has been the standard means of communicating, which has often resulted in information sharing, but within a closed group of people in the academia and few citizens with access to those traditional media channels such as radio. The training will equip students with digital skills on the following key issues, among others:

- Web 2.0 and Social Media for Education/Agriculture
- Basic and advanced searches on the Web
- Geo referencing
- Blogging and Micro-blogging
- Basic Photography/Videography
- Creating and Managing Communities of Practice (CoP)

Objectives of the side Event

The training aims to improve the digital Literacy of students in Web 2.0 and New Media including social media to enhance their skills in sourcing, use and dissemination of information, including their own research. The trained students will also become part of the onsite social media reporting

CO-ORGANISERS:





team for the sixth African Higher Learning week and RUFORUM Biennial 2018 in Nairobi, Kenya

Approach and Methodology

The training will be conducted by a consultant, a team from Go Trolley Films and the Corporate Communications and Advocacy officer of RUFORUM. It will comprise brief power point presentations, videos and practical sessions. All trainees will therefore be required to carry either a laptop or a smart phone to enable them understand better as they practice in real-time. **CTA will be approached to support and co-host this side event.**

Venue and Participants

The Students social media training will take place at Kenyatta International Conventional Centre (KICC). The specific room is **TBC**

Expected Outputs

- Key new Media trends influencing agricultural higher education in Africa
- The role of new media in communication
- A growth in increased of students joining social media
- And increase in the number of RUFORUM subscribers to the social networking platforms of Twitter and Facebook.
- More online engagement with students
- Creating a Community of practice for students supported by RUFORUM

Side Event Organizers and Contact

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Annex 1: Proposed Agenda

CO-ORGANISERS:

