



## 2<sup>nd</sup> RUFORUM TRIENNIAL CONFERENCE

### TRAINING CONCEPT NOTE

## SOCIAL MEDIA SKILLS CAPACITY DEVELOPMENT FOR EDUCATION AND IMPACT COMMUNICATION

**Date:** 6<sup>th</sup>-7<sup>th</sup> August 2024 **Time:** 8:30-16:00 CAT

**Venue:** **University TBC** Windhoek, Namibia

**Registration Link:**

**Contact:**

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### BACKGROUND

African universities are increasingly re-positioning themselves for development relevance. As repositories of scientific knowledge and thought, universities must play a catalytic role in generating and communicating evidence for development impact. However, many institutions of higher learning are struggling to influence policy and practice. Some of the weaknesses could be attributed to the format of messaging and communication channels used. The current trends in information and communication have seen many people take to digital tools and platforms to meet their information, entertainment and education needs.

The Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) recognizes the power of social media in communicating research evidence and increasing the visibility of university programmes. Many African universities have not fully embraced social media as a new form of civic engagement and forum to discuss pertinent issues such as research, democracy, governance and innovation. Therefore, training university students in the effective use of social media for engagement will improve their use of new media platforms for communication and thus raise awareness about not only the RUFORUM Triennial Conference, but also the host universities and their programmes. With the theme of the conference being ***“Operationalising Higher Agricultural Education and Research Ecosystems for Innovation, Industrialisation and Economic Development in Africa: A Call for Action”***,

1

Co-organisers:





training students on social media engagement will contribute to reaching a bigger audience beyond those who will physically be attending the conference. RUFORUM will engage students on a voluntary basis to share information about the conference in real time through social media to improve publicity, marketing and advocacy towards the proceedings of the 2<sup>nd</sup> triennial Conference taking place from 12 to 16<sup>th</sup> August 2024.

## OBJECTIVES

The overall objective of social media training is to strengthen the capacity of students to communicate for development impact. Specifically;

- a) Participants will learn innovative ways of storytelling to deliver compelling messages;
- b) Participants will be introduced to digital communication for impact; and,
- c) Participants will learn how to upload multi-media information on digital platforms for wider dissemination.

## APPROACH

The training will consist of expert presentations, video aids, group work and role-playing. Participants' level of understanding and internalization of concepts will be assessed through exercises and feedback sessions. An end of training evaluation will be conducted to assess the training content and overall experience with delivery of the training.

## PARTICIPANTS

Participants will include Students from Namibia and Southern African Development Community (SADC) region.

## ORGANIZERS

The event is organized by RUFORUM, with support from the Government of Namibia and RUFORUM member universities in Namibia.

## TRAINING FACILITATORS

The following facilitators will deliver the training at University of Namibia (UNAM) or Namibia University of Science and Technology (NUST):

1. TBC
2. TBC

Co-organisers:





## PROGRAMME

Time	Content	Media/tech	Action	Facilitator	Co Facilitator
<b>DAY ONE: 6<sup>th</sup> August 2024</b>					
08:30	Introduction to storytelling				
08:30-10:00	Storytelling exercise 1 and feedback				
10:00-10:30					
10:30-11:30	Storytelling exercise 2	3 x video examples	Split into 10 groups of 6		
11:30-13:00	Story presentations and feedback				
13:00-14:00					
14:00-14:30	Introduction to digital impact communication	projector			
14:30-15:00	Interview exercise 1	EX1, BNC, projector	Role Play		
15:00-16:30	Technical training		Video, Photography		
<b>DAY TWO: 7<sup>th</sup> August 2024</b>					
08:30-09:00	Introduction to the RUFORUM digital story platform				
09:00-10:00	Capture all stories	Mobile phones	Video, photography, writing		
10:00-10:30					
10:30-12:30	Upload stories to platform – link to Facebook,				

Co-organisers:





	Twitter, Instagram, LinkedIn				
12:30-14:00	<b>End and Lunch</b>				

Co-organisers:

