



RUFORUM Annual General Meeting 2019

CONCEPT NOTE ON SOCIAL MEDIA TRAINING

Venue: COLLEGE OF DISTANCE EDUCATION (CoDE) CONFERENCE ROOM

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SIDE EVENT: Social Media Training for Students to cover the 15th Annual General Meeting

Date: 28 November 2019

Time: 08.30 -17.00

Room: College Of Distance Education (CoDE) Conference Room

Venue: University of Cape Coast, Ghana

Background

Universities in Africa enjoy a strategic advantage of being closest to youth and are therefore best placed to bring about transformation through contribution in fostering sustainable improved service delivery and eradication of poverty in the Continent. Equally, it is the beneficiaries of the services delivered by the Universities who are best suited to set the development agenda and change the narrative about the Continent. This is most often achieved in an environment where there is systematic flow of information from the duty bearers to the beneficiaries. However, a substantial gap still exists between the demand for information and the ability of most Universities in Africa to routinely provide it.

Regional Universities Forum for Capacity Building in Agriculture (RUFROUM) recognizes the power of social media to refine Universities, to open potentially promising channels of communication and to offer students direct access to their various Programmes. With the theme for this 15th AGM being *“Delivering on Africa’s Universities Agenda for Higher Agricultural Education, Science, Technology and Innovation (AHESTI): What will it take?,* as a way of reaching out to a bigger audience beyond those who will physically attend the conference, RUFORUM will engage student on a voluntary basis to share information about the conference in real time through Social media by training them in the effective use of media, with special emphasis on social media platforms to improving publicity, marketing and advocacy towards the proceedings of the Annual General meeting taking place from 2-6 December 2019.

Justification of Activity

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. Many people are realizing the importance of social media networks like Facebook, LinkedIn and twitter and they are

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spending enormous amounts of time holding conversations there. Despite this fact, Universities in Africa are lagging behind and have not fully embraced social media as a new form of civic engagement providing excellent forum for discussion of pertinent issues like research, democracy, governance and Innovation among many others. Training University Students in the effective use of social media for engagement will enhance their use of new media platforms for communication and hence promote awareness about not only the RUFORUM AGM but also the hot University of Cape Coast.

This training builds upon some lessons learned from the previous social media trainings organized by RUFORUM in collaboration with member Universities and TVETs such as; University of Namibia, University of Nairobi, Kenyatta University, Jomo Kenyatta University of Science and Technology, Baraka Agriculture Collage and Kyambogo University in Uganda.

Training Objective

The training will strengthen the capacity of over 150 students at University of Cape Coast and other interested persons to effectively use Social Media platforms to engage, fact-check, collaborate and share information about the 15th RUFORUM Annual General Meeting and beyond. Participants will be drawn from within the University Community and remotely based on their individual Interest through this online [Application Form](#)

Format of the Training

A total of 150 University of Cape Coast Students are expected to attend the training which will take place on 28th November 2019 from 8:30am-5:00pm. The training will have a lead trainer, the Corporate Communications and Advocacy Officer of RUFORUM assisted by PhD Mastercard project supported student at the University of Cape Coast Mr. Shaibu Zikiru. The training sessions will be hands on and practical. Participants will learn by doing.

The training will require equipment such as laptops or tablets and a good internet connection given that most of the demonstrations will be online. Participants with internet-enabled phones will be encouraged to use their phones in sessions requiring so.

Proposed Programme:

Time	Activity
08:00-08:30:	Registration and arrival of Trainees
08:30-09:00:	Introduction of Trainers, Setting the tone, Expectations and Objectives
09:00-09:15:	Lead Trainer- Ms. Maureen Agena Gives a brief about RUFROUM and about Communication and Accountability- the Social media trends
09:15-10:00:	Introduction to Web 2.0 and Social Media basic principles including videos
10:00-10:30:	Break
10.30-11.00:	Major social media sites and their Functions (Practicum)

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11.00-12.00:	Effective Communication and reporting using Social Media (Establishing your Social Media Audience): Social Groups, CoP, Hashtags
12.00-01.00:	Writing for Media (Practical writing of articles to prepare for AGM session reporting)
01.00-02.00:	Lunch Break
02:00- 04:00	Content sourcing, generation and targeting your message including handling feedback on Social Media
04.00-04.30:	General discussion and reflections
04:30-04:50	Training Evaluation
05:00	Departure

Expected Outcomes:

1. More Understanding and appreciation of Social media in information sourcing and dissemination
2. Increase in knowledge about the 15th RUFORUM AGM leading to the trending of the Hashtag **#AGMGhana2019** on twitter
3. More awareness creation about RUFORUM and the host, University of Cape Coast
4. Increase in visits and hits to the RUFORUM online channels including the Website and Social Media platforms
5. Recommendations through a summary report on how to train and reach out to more member University Communities like students and Public Relations Units.

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