

## Proposed Tentative Programme

Day One: Concepts and Reflections	
Time	Activity
09:30-10:00	Registration and arrival of Trainees
10:00-10:30	Introduction of Trainers, Setting the tone, Expectations and Objectives
	A brief about RUFORUM, Communication and Advocacy - Ms. Joan Apio and a RUFORUM Staff
	Introduction to Web 2.0 and Social Media basic principles including videos
10:30-11.40	Break
10:40-13.30	Major social media sites and their Functions
	Effective Communication and reporting using Social Media (Establishing your Social Media Audience)
	Writing for Media (concepts and guidelines)
13:30-14.30	Lunch Break
14:30- 16:40	Content sourcing, generation and targeting your message including handling feedback on Social Media
	General discussion and reflections
16:40-16:50	Departure / Logout
Day Two: Hands on sessions on the use of Digital tools and Platforms	
09:00-09:30	Recap from Day One Training
09:30-11:00	Introduction to RUFORUM Digital Platforms and Conference Hashtag
	Creating content and using Twitter for dissemination and advocacy
	Q&A Session
11:00-11.30	Break
11:30-13.30	Introduction to RUFORUM Digital Platforms and Conference Hashtag
	Creating content and using Facebook for dissemination and advocacy
	Q&A Session
13:30-14.30	Lunch
14:30- 16:40	Blogging - Writing for Media (Practical writing of articles)
	Q&A Session.
16:40-16:45	Departure / Logout