

Innovative Collaboration for Development

e-Learning course on social media tools



A course
to empower
development
professionals to
use social media
tools to improve
the efficiency
and effectiveness
of their work



5 March - 4 May 2012

Fee: 850 US\$

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United Nations Institute for Training and Research



Innovative Collaboration for Development

e-Learning course on social media tools

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

Content and structure



The course is composed of six modules that present social media concepts and tools. Through a series of hands-on tasks, participants explore blogging, micro-blogging, image- and video-sharing applications, social networks, project

management tools and social bookmarking. The knowledge acquired is immediately applied as participants develop a concrete social media strategy in the last module of the course.

Learning objectives

Upon completion of the course participants should be able to:

- Recognize the potential of social media;
- Use social media tools to improve efficiency, effectiveness and outreach of their work;
- Analyze different social media tools in light of their adaptability to specific workplace contexts;
- Recognize the role of social media in changing the way information is created, organized, shared and accessed;
- Recognize the importance of intellectual property rights, security and privacy issues in relation to social media applications.

Methodology

Each module includes one or more interactive lessons that introduce participants to social media concepts and tools and serve as the foundation for the practical activities. Participants then move on to work with a set of hands-on tasks designed around realistic scenarios, which provide practical experience of using social media tools in a context that simulates real work environments.

Collaborative work is another core element of the course. Participants engage in peer-reviews and discussion groups. An online tutor guides them throughout their learning experience to facilitate collaboration and knowledge sharing.



Duration and workload

The course lasts 9 weeks. Participants enjoy a certain degree of flexibility, managing their progress through the lessons and individual activities. Group activities are time-bound due to their collaborative nature.

In total, the course amounts to 64 learning hours. On average it requires 7 hours of study time per week, varying from module to module.

Certification

Participants who successfully complete all the course activities and assessments receive a joint UNITAR/FAO certificate.

“ I honestly had no idea how hands-on it would be using the tools and I'm very excited by all the new knowledge I've gained about communication plans and social media strategies. I will use every single skill learned in this course! ”

ICfD Participant,
Spring 2011



The primary courseware of Innovative Collaboration for Development is based on the IMARK course Web 2.0 and Social Media for Development.

