

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

3rd trimester

3 Oct - 2 Dec 2016

Apply online
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Fee 850 US\$
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Food and Agriculture
Organization of the
United Nations



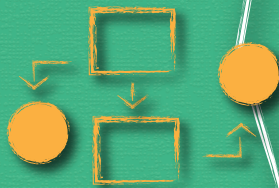
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Summary



The Innovative Collaboration for Development (ICfD) course is an initiative of the **United Nations Institute for Training and Research (UNITAR)** and the **Food and Agriculture Organization of the United Nations (FAO)**, with the support of the **Technical Centre for Agricultural and Rural Cooperation (CTA)**. Its main objective is to **empower development professionals** to harness the potential of Web 2.0 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 **6 modules** that present **Web 2.0 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

- Recognize the **potential** of Web 2.0;
- Use Web 2.0 tools to improve **efficiency, effectiveness** and **outreach** of their work;
- Analyze different Web 2.0 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 Web 2.0 applications.

"The course, indeed was an eye opener to the wonders of Social Media. Challenging but rewarding. I will practise this knowledge in my organisation."

Methodology



Materials are divided into **three learning elements**. The primary courseware introduces participants to **social media concepts and tools** while secondary and tertiary courseware guide participants to **practically work through a series of tasks**. These hands-on tasks, which allow participants to **explore content** through various media such as **interactive lessons**, thought-provoking **videos** and **tutorials** for applications are the key elements of the course. Participants are required to utilize social media tools in a context that simulates their work environment. The course has a **strong collaborative nature**, including activities such as peer-reviews and discussion groups to facilitate learning. An **online tutor guides participants** through their learning experience, including facilitating **collaborative work** and **knowledge exchange** throughout the course.

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 **75 learning hours**. On average it requires **8 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**.

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

