Web 2.0 and Social Media
Learning Opportunity

http://goo.gl/bKGfWi

Venue: Botswana College of Agriculture

Dates and time: 09-13 December, 2013 (9:00 - 17:30)

Technological innovation is taking place at a breath-taking pace. Simple, open source internet-based applications and services designed to enhance on-line collaboration are now available to the wider public at little or no cost at all. These new online technologies known as **Web 2.0 and Social Media** applications enable people to collaborate to create, share and publish information.

The **Technical Centre for Agricultural and Rural Cooperation EU-ACP** (CTA) has a mandate to facilitate access to and dissemination of information in the fields of agriculture and rural development in 78 countries in Africa, the Caribbean and the Pacific (ACP). Supporting the adoption of Web 2.0 applications represents a great opportunity for meeting it.

The **Ministry of Agriculture, Botswana** in collaboration with CTA and Botswana College of Agriculture will host a 5-day Web 2.0 Learning Opportunity on **09-13 December, 2013**. Participants will be introduced to selected web 2.0 applications including social media and will learn how to use them hands-on.

The Learning Opportunity will cover advanced online searching, getting information served via alerts and RSS, collaborating remotely using wikis and Google Docs, using VoIP, online mapping and social networking. Participants will get a chance to see what others have done, get hands-on experience on how to use innovative applications, and assess how they could adopt these innovations within the context of their work and organisation.

This Learning Opportunity forms part of CTA initiatives that support development partners in networking, accessing and disseminating information more effectively.

Programme of the Learning Opportunity

- Introduction to the participatory World Wide Web (Web 2.0) and to social media;
- Search Magic: How to conduct advanced multilingual online searches;
- Information Self Service: How to get selected information served to you via alerts and RSS feeds;
- Remote collaboration: How to develop content remotely using wikis and Google Docs;
- Online mapping: How to locate your organisation and your projects on an online map;
- How to communicate voice over the internet at no cost;
- Online publishing (micro-blogging and blogging);
- Professional / corporate social networking (LinkedIn and Facebook);
- Web 2.0 self-instruction (introduction to IMARK)

Participants - Eligibility and responsibilities
Participation in the Learning Opportunity is free of charge, but subject to acceptance by the organisers. 25 participants will be accepted for the event.

Eligibility criteria
- be computer literate and conversant with browsing the Internet;
- have regular access to a computer (ownership of a computer is an advantage);
- be in a position to take along a WIFI-enabled laptop to the training;
- be competent in the use of the English language;
- have an **active e-mail account**;
- be actively engaged in agriculture and rural development / natural resource management / biodiversity conservation in the domains of ICT for development (ICT4D), policies, markets; publishing, communication and media; and
- be resident in **Botswana.**

Responsibilities
Accepted participants will be responsible for all costs related to their travel to and from the venue at Botswana College of Agriculture their accommodation, breakfast and supper, their daily subsistence allowances, and for bringing their own WIFI-enabled laptop to the event.

Entitlements
During each event, the organisers will provide lunch and refreshments and distribute copies of CTA publications and instructional material.

How to apply
If you are interested in applying, please click on this link to complete the online form.

Deadline for application: 03 November, 2013

Feedback
The organisers will inform successful applicants about the status of their application two week before the commencement of the course. Successful applicants will receive confirmation letters and others will also be duly informed about the results of their application.

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