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**Academy Workshop on Social Media for Development**

7-8 August 2019

**BACKGROUND**

Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP) was established in June 2006 as a regional institute of the Economic and Social Commission for Asia and the Pacific (ESCAP) in Incheon, Republic of Korea. The mission of APCICT is to build the human and institutional capacity of the 62 ESCAP member and associate member States to use ICTs for socio-economic development and attainment of the internationally-agreed development goals. To achieve its mission, APCICT delivers ICT human capacity building services through three distinct yet inter-related pillars of its work namely, training, research and knowledge sharing, and advisory services.

Since its inception, APCICT has designed and executed impactful ICT for development (ICTD) capacity building programmes to bridge the digital divide. The Centre’s flagship training programme is the Academy of ICT Essentials for Government Leaders (‘Academy’), which aims to impart training using an 11-module curriculum to policymakers and government officials for leveraging the potential of ICTs for achieving national development goals. Since its launch, the Academy has been rolled-out out in 30 countries in the region. The Academy curriculum is currently available in 16 languages.

APCICT partners with the Union Civil Service Board (UCSB) of Myanmar in rolling out the Academy in the country. The first ICTD capacity building workshop was held in the country on 29 March to 3 April 2010 at the Central Institute of Civil Service (Upper Myanmar), which also marked the launch of the Academy programme. Subsequent trainings were held in from 2011 for senior government officials (at Director-General and Deputy Director-General level), as part of an 8-week Government Executive Officials Management Course organized by UCSB.

On 7-8 August 2019, APCICT will join UCSB’s Government Executive Officials Management Course and will conduct a 2-day Academy training for senior government officials from various ministries and agencies.

**OBJECTIVES**

The objectives of the programme are the following:

■ Build capacities of senior government officials and policymakers from Myanmar

on ICT for development covered under APCICT’s Academy

curriculum;

■ Promote an exchange of experiences and perspectives among participants from

various institutions/agencies; and

■ Strengthen national roll-out strategies of the Academy in the country.

**ACADEMY MODULE AND RESOURCE PERSON**

APCICT, with the support of technical resource persons, will deliver training on the following Academy Module:

Module 11. Social Media for Development

*Resource Person*

* *Dr. Emmanuel Lallana, Chief Executive of Ideacorp*

The module aims to introduce the concept of social media and various applications in a developmental context; raise awareness among policymakers and government officials about the application of social media for socio-economic development; and provide an understanding of the implications for national policy and programme formulation emerging from the role of social media in promoting development.

**PARTICIPANTS**

The workshop will be attended by around 30 senior government officials at Director-General and Deputy-Director-General levels from various ministries and agencies and trainers of UCSB.

**ACADEMY WORKSHOP AGENDA**

***DAY 1***

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| **Time** | **Description** | |
| **Module 11 - Social Media for Development**  **Resource Person:**  *Dr. Emmanuel Lallana* | | |
| 9:00 – 10:00 | | **Session 1:**  ■ **Overview of Social Media**  The basic definition and dynamic nature of Social Media, the different types of Social Media will be covered in this session. |
| 10:00 – 10:20 | | Coffee Break |
| 10:20 – 11:30 | | **Session 2:**  ■ **Social Media and Society**  The relationship between Social Media and Society will be covered in this session |
| 11:30 – 13:00 | | Lunch |
| 13:00 – 14:30 | | **Session 3:**  **■ Social Media and the Sustainable Development Goals - 1**  The use of social media in achieving the 17 Sustainable Developments Goals will be discussed |
| 14:30 – 14:50 | | Coffee Break |
| 14:50 – 15:50 | | **Session 4:**  ■ **Social Media and the Sustainable Development Goals - 2**  (continued) |

***DAY 2***

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| **Time** | **Description** | |
| **Module 11 - Social Media for Development**  **Resource Person:**  *Dr. Emmanuel Lallana* | | |
| 09:00 – 10:00 | | **Session 5:**  ■ **Social Media and Governance**  The potential and threat posed by social media in creating a public sphere – a discursive space where citizens can interchange their opinions to create a common judgment – will be considered in this session. |
| 10:00 – 10:20 | | Coffee Break |
| 10:20 – 11:30 | | **Session 6:**  ■ **Social Media and Government**  The best practices in the use of social media in government will be covered. |
| 11:30 – 13:00 | | Lunch |
| 13:00 – 14:30 | | **Session 7:**  ■ **Developing a Social Media Policy**  Pointers on crafting a Social Media Policy and developing a Social Media Guide for Civil Servants will be discussed. |
| 14:30 – 14:50 | | Coffee Break |
| 14:50 – 15:20 | | **Evaluation** |
| 15:20 – 15:50 | | **Closing Session** |