

High-Level Briefing on Social Media and Emerging Technologies in the New Normal For the Hon'ble Secretaries and Executives of the RGoB

BACKGROUND

In an effort to build the capacities of government officials and policymakers of the Royal Government on Social Media for Development and use of Emerging Technologies for Governance and development, Ministry of Information and Communications (MoIC) and Asia and Pacific Training Centre for ICT for Development (APCICT/ESCAP) are co-organizing the virtual High-Level Briefing on “*Social Media and Emerging Technologies in the New normal.*”

Social media has emerged in recent years as a powerful and widespread communication platform. According to the International Telecommunication Union, social media is now an “essential tool for hundreds of millions of Internet users worldwide and a defining element of the Internet generation”. Taking many forms, including social networking sites, blogs, wikis, podcasts, forums and content communities, social media is now widely used for exchanging information and ideas among citizens, institutions and communities. Social media is now being used in a wide range of areas such as public administration, rural development, environmental protection, education, public health, combating corruption, and disaster communication and management, among others.

The Covid19 pandemic has presented the criticality of technologies and moving forward to the new normal, technologies is going to be a prominent part of it. Many organizations and countries are leveraging emerging technologies to redefine work, preparedness for such global crises and for reviving the economy. Bhutan is not an exception in this scenario and adopting emerging technologies will be a necessity to address the current challenges as well as transitioning to new normal. Additionally, leveraging emerging technologies also paves the path for Bhutan to possibly create a niche and lead in certain technologies.

The High-Level Briefing, co-organized by DoIM, MoIC and APCICT/ESCAP, aims to increase awareness and build capacities of government leaders, policymakers, and officers from various agencies and ministries of the Government of Bhutan on how to utilize social media for development and governance. The briefing will also expose the audience to the positive impacts and possibilities offered by emerging technologies and how Bhutan can lead transformation leveraging emerging technologies.

The objective of this High-level briefing session is to expose the audience to Social media in governance and the positive impacts and possibilities offered by emerging technologies and how Bhutan can lead transformation by leveraging on emerging technologies. Following this online session, the MoIC will be collaborating further with the APCICT/ESCAP to conduct formal trainings for the leadership in Bhutan in the future.

OBJECTIVES

The Briefing has the following objectives:

- Increase awareness of government leaders and policymakers on emerging digital technologies and the role of social media for promoting governance and development;
- Enhance understanding of the implications for national policy and program formulation emerging from the role of social media in promoting governance and development;
- Increase understanding of enabling policy environment for digital transformation

PARTICIPANTS

The programme will be attended by the Dasho Secretaries, Dasho Dzungda, and Heads of Department.

DATE AND VENUE

The programme will take place virtually on Zoom Platform scheduled on 25 February, 2PM-4.30PM.

PROGRAMME

25 February 2021

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TIME	DESCRIPTION
	Opening Session
14:00 – 14:05	▪ Introduction to the Programme by Dasho Phuntsho Tobgay, Hon'ble Secretary, MoIC
14:05 – 14:10	▪ Remarks by Mr. Kiyoug Ko, Director, APCICT/ESCAP
	Group Photo
	Presentation
14:10 – 16:00	▪ Social Media and Emerging Technologies in the New normal Resource Person: <i>Dr. Emmanuel Lallana, Chief Executive, IdeaCorp., Philippines</i>
16:00 – 16:25	Q&A
16:25 ~ 16:30	Closing remarks