Training on Governance Social Media & the Role of Policy Communications

27 - 28 May 2024, Hanoi

BACKGROUND

The "Academy of ICT Essentials for Government Leaders Programme" (Academy) is the flagship programme of the Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP) to equip government officials and policymakers with the essential knowledge and skills to leverage digital technologies for national and regional socio-economic development. Launched in 2008, the Academy's comprehensive curriculum was developed in partnership with ICT experts as well as stakeholders from government, civil society and academia from countries in the region.

The Asian and Pacific Training Centre for ICT for Development (APCICT/ESCAP), in partnership with the Information and Communications Public Management Institute under the Ministry of Information and Communications of Viet Nam, is organizing a Training on Governance social media & the role of Policy communications in Viet Nam, scheduled for 27-28 May 2024. The training aims to deepen the understanding of country's government leaders and policymakers on the potential of social media for sustainable socio-economic development and good governance.

LEARNING OUTCOMES

The programme aims to:

- Raise awareness of government leaders and policymakers on the potential of social media for promoting socio-economic development;
- Enhance understanding of the implications for national policy and programme formulation emerging from the role of social media in governance;
- Consider the role of social media in policy communication;
- Introduce the various applications of social media in a development and governance context; and
- Develop capacities of government officials on developing social media policy.

TARGET PARTICIPANTS

This training is targeted to officials from the Ministry of Information and Communications of Viet Nam.

RESOURCE PERSON

Dr. Emmanuel Lallana, Chief Executive, IdeaCorp

CONTACTS

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PROVISIONAL PROGRAMME

Governance Social Media & The Role of Policy Communications

Time	27 May 2024
08:30 – 09:00	*Registration*
9:00 - 09:30	**Opening Session** • Welcoming remarks by ICI, Mr. Dinh Duc Thien, Principle ICI (to be confirmed) • Welcoming remarks by Mr. Kiyoung Ko, Director APCICT/ESCAP **Group Photo**
09:30 - 10:30	**Session 1: Introduction to Social Media**
10:30 - 10:40	*Coffee Break*
10:40 – 11:45	**Session 2: Social Media and Development**
11:45 - 13:00	*Lunch*
13:00 - 15:00	**Session 3: Social Media and Governance – 1 Political Participation and Elections**
15:00 - 15:10	*Coffee Break*
15:10 - 16:30	**Session 4: Social Media and Governance – 2 Policy and Services Development**

Time	28 May 2024
9:00 - 10:30	**Session 5: Policy Communications 1 - Strategic Communications Framework**
10:30 - 10:40	*Coffee Break*
10:40 - 11:45	**Session 6: Policy Communications 2 – Developing a Policy Communication Plan** • Identifying the Purpose • Identifying the Audience • Planning and Designing the Message
11:45 - 13:00	*Lunch*
13:00 - 14:30	**Session 7: Policy Communications 3 – Developing a Policy Communication Plan (cont)** • Considering Resources • Anticipating Obstacles and Emergencies • Creating an Action Plan
14:30 - 15:00	*Coffee Break*
15:00 – 16:30	**Session 8: Policy Communications 4 - Evaluating Policy Communications**
16:30 - 17:00	**Short test and Evaluation** **Closing**