

SOCIAL MEDIA LEARNING EXCHANGE
Jakarta / 24 – 26 November 2015

AGENDA

DAY 1 – 24 NOVEMBER PMI showcase: “Not as hard as it appears” Location: PMI HQ, Jakarta			
Time	Sessions	Session	Facilitator
9:00-9:15am	Welcome by PMI		PMI
	Housekeeping	<ul style="list-style-type: none"> • Housekeeping, expectations, overview of agenda and objectives for the exchange • Icebreaker (IFRC Jakarta) 	PMI/IFRC
11:00-11:15	Tea break		
	Exchange for high-tech and low tech disaster response tools	<ul style="list-style-type: none"> • Scope of work and how they function in communications • Social media everyday • Tools and work in DM and health • Community engagement: steps and plans • Guidelines/planning for communication/engagement/advocacy 	PMI
12:30-1:30pm	Lunch		
	Continued from morning		PMI
	Tea break		
	Continued from morning		PMI
5:30pm	End		
7pm	Welcome dinner		

DAY 2 – 25 NOVEMBER Focus on community engagement
Location: Hotel Grand Kemang

Time		Session	Facilitator
9:00 – 9:15am	Re-cap of day before	Review of key points, questions, follow up.	Husein
	Introduction	<ul style="list-style-type: none"> • Icebreaker • Overview of role of community engagement 	CA
11:00-11:15	Tea break		
	How to “engage”	<ul style="list-style-type: none"> • Identifying stakeholders (How to identify them and why?) • Targeting and engaging different actors • Considering the best channels for communication • Exercise on better listening online • Principles and skills for communication and engagement 	CA
	‘Good communication’ exercise	Scenario to discuss difficult and challenging engagement scenarios and roundtable discussion	All
12:30-1:30pm	Lunch		
	Creative methods for community engagement	<ul style="list-style-type: none"> • Icebreaker • Communications channels • Resources and measurement 	CA
	Measuring engagement exercise	Using SEE, SAY, FEEL, DO measurement structure design measurable objectives	All
3:30-3:45pm	Tea break		
	Speed information exercise	<ul style="list-style-type: none"> • Icebreaker • Speed dating: learn about approaches to community engagement within the organisation followed by group discussion 	All
	Problem solving exercise	Participants present challenges or questions around community engagement. Participants will be encouraged to bring a visual representation of the issue to the workshop to present this issue for solution to their peers.	All
5:00	Roundtable	Reflection and discussion among participants	All

DAY 3 – 26 NOVEMBER Using social media for campaigns and advocacy
Location: Hotel Grand Kemang

Time	Time	Session	Facilitator
9:00 – 9:30am	Re-cap	Re-cap day before (what participants learned that was new; what they expect to take home and copy and their own National Society's, any questions they had they went unanswered).	CA
9:30-11:00	Open discussion	Discussion for participants to share	KR/KS
11:00-11:15	Tea break		
	Philippine Red Cross	Presentation by Philippine Red Cross: How they use social media for online advocacy and campaigns; how they are leveraging bloggers, presentation of Haiyan 2-year anniversary social media strategy	Lyn Garcia PRC
	How to write a “social media for advocacy” strategy	Group project work: Design and present a social media campaign for: AMCDRR, COP21, International Women's Day, World Water Day, World Malaria Day, International Day for Disaster Reduction, etc.	KS/ KR/CA
12:30-1:30pm	Lunch		
	Top tips and tricks	<ul style="list-style-type: none"> • Icebreaker • Group project work continued. • Presentation and marking of campaigns & Q&A • Getting practical: everyday tips and tricks on using social media 	CA/KS
3:30-3:45pm	Tea break		
	Planning and roundtable	National Society participants make a list of 3-5 actions to execute back home, in addition to the strategy. Open discussion/roundtable	KS/KR
	Wrap up	Review of the 3 days, highlights, concerns, any other questions.	KS
5pm	End		