

# Notes for Facilitators

## HOW DO I ORGANISE A TRAINING?

### Methodology

*The secret to being the best trainer is being organised and knowing exactly what you want to deliver to your audience. As a community that values peer-to-peer learning, it is important to know what to do in order to help support and facilitate others to learn. These are some of the most important things to remember, to ensure the best results out of the training you intend to deliver.*

### Considering Knowledge Transfer?

Understanding the best methods to share knowledge is an important start.

We have knowledge of what we want to do: relay information, instruct and get things done - but how?

The question of 'how?' matters, because without a proper method, information sharing channel and approach to learning, things can become way out of control.

First, choose your topic.

Next, evaluate your personal knowledge, and the type of session that might best suit this area. Do research to find out the knowledge levels and skills of the people you are training, as regards the topic and related subjects. Keep updating your own knowledge to suit the learners and stay ahead.

### Materials & Content Preparation

Start doing research to shape the content and decide how best you can share your knowledge. Gather teaching aids such as the field guide!

With your content ready and the will to share this knowledge, now focus on the presentation skills of the person facilitating.

The audience may be cautious on all aspects to gauge the excellence and credibility of the speaker. Build trust with your audience through natural body language, authentic communication skills, clear gestures, steady pace, and self-confidence.

### Preparing Your Session

- What is your call to action / outcome requirements?
- What is the desired outcome? That is, the number one thing you want your audience to know / learn / understand / be able to do)
- How much time to do you have?
- How much time do you need?
- What kind of session best suits your topic and audience?
- What equipment is available for you?
- What kind of space will your session be held in?
- How technical is your topic, is it a complex one?
- How many participants?
- How do you adapt if the number triples? or halves?
- What do your participants expect?

### Think of your community:

Do you need to prepare a presentation?

How can you use the material from the field guide?

Do you need a worksheet for your participants?  
Does it fit within a larger curriculum or schedule?  
A description of the session format?  
What do you want to create or have as a clear outcome, to publish at the end?  
An event or activity?  
A social media strategy or campaign?  
A teaching guide?  
A blog post, radio interview, article to pitch for media publication (online or in print)?  
A summary of your learning and series of next steps?

**The trainer needs to produce the following as a minimum:**

Title and description to send to participants (setting expectations of the learners and the trainer)  
Session outline (level, tools, competency, aims, considerations, difficulties, assumptions, audience)  
Resource list - worksheet or a presentation (depending on your session type)

**Some practicalities to keep at hand**

List the sources you think are important for your participants.  
Make sure you attribute quotes.  
Make sure your images, music, video have appropriate licenses & always attribute the authors.  
Double check your facts & licenses.  
Remember FOSS software and Creative Commons content.

**Planning your session**

- Take the time
- Learn the material
- Use your own words
- Incorporate experiential learning
- Overview and Objectives
- Write a lesson plan—curriculum instruction and delivery.

**Optional sessions**

Decide what kind of session you offer, as this will influence the packaging and delivery methods. Whether a Book sprint, Panel Discussion, Workshop, Keynote, Moz session, Lecture, Hackathon, Lab, Unconference, BarCamp, Conference, Breakout sessions, Science Fair, Fireside Chat, or debate. The format influences the shape of the content and packaging to deliver the knowledge.

**Ensuring a good session**

Assess your participants needs, adapt to the most active participants.  
Set expectations: prepare for offline literacy  
Format of the room (tables / formality / community event / interactivity)  
Equipment, Code of conduct, Schedule / Timings

**Vocal presentations**

Learn the mechanics that work for you—memorisation, casual speaking rather than formal. Are you a nervous speaker? You can practice several times in front of a mirror, or do breathing exercises to overcome the nerves.  
Know your material, Remember to breathe, Posture helps, Rehearse, Concentrate on the message, Know the participants, Reassure yourself, Be dynamic, Harness your nervous energy and turn it into enthusiasm  
Use your style. Be natural and relaxed.

Let's consider the most favourable qualities of speaking to achieve *clarity* of your ideas, *Simplicity* of language, Conveying *passion*, Awareness of your *body language*.

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Marina Modi, FIRST PUBLISHED in MEDIUM by KAPITAL

# HOW TO ORGANISE A #DEFYHATENOW SOCIAL MEDIA TRAINING [INDIVIDUALS]

The aim of this guide is to help facilitators organise social media and hate speech awareness & mitigation training for individuals (group of 20-25 participants) and organisations.

A two-day technical training aimed at providing individual participants and organisations with technical skills in

1. Social Media and online content management
2. Hate speech awareness and mitigation in South Sudan

## TARGET AUDIENCES

1. Local organisations in South Sudan and Uganda
2. #defyhatenow Social Media correspondents
3. Tech-oriented individuals with interest in hate speech mitigation in South Sudan

This Training will be organised in collaboration with local partners who will handle logistical arrangements, participants mobilisation, and registration.

For maximum impact and optimal transfer of knowledge and equal participation, the number of participants per training should not be more than 25.

## NOTES FOR FACILITATORS

1. Moderators/presenters are not to engage in political opinions in regard to the current conflict
2. Participants should not engage in political debate or hail insults - please strive to remain neutral
3. Time keeper and moderators have the right to stop anyone who diverges from main topic

## INDIVIDUALS

Who?

Anyone with a passion for social change, understanding of social media and peacebuilding.

## WHAT YOU NEED

3. Venue
4. Power
5. Internet
6. Devices (Laptop, Smartphones)
7. Facilitator
8. Camera (Smartphone)

## ABOUT THE PARTICIPANTS

1. Advertise your training at least two weeks before the training date
2. Sign-up people through a google form or an eventbrite page or fb event
3. Send the Pre-Training Social Media assessment to your participants

## ABOUT THE PROGRAM

1. Send clear and concise training program to participants 5 days before the training
2. Remind participants about the training two days before you start
3. Give clear directions to the venue
4. Be precise on the time of starting and duration of training
5. Share any special requirements (prerequisites) ahead of time (e.g computer literacy, basic level understanding of english language)

**WHAT TO USE DURING THE SESSIONS**

1. Presentations
2. Handout material
3. Videos
4. Technical guides
5. Group discussion guide
6. Soft Copy reference material
7. Flip charts and whiteboards
8. Stickers

**ADDITIONAL MATERIALS TO PREPARE**

4. Invitation letter
5. Venue request
6. Poster
7. Certificate of Participation
8. Pre-Training assessment
9. After Training assessment
10. Discussion questions

<b>Program (One day)</b>	<b>[EXAMPLE ONLY]</b>
Time	Topic
08:30 - 09:00	Propaganda and fake news
9:00 - 10:00	Introduction to digital media (New media)
10:00 - 11:00	Hate speech mitigation on social media
11:00 - 11:30	Tea Break
11:30 - 13:00	Social media platforms (Twitter, FB , Instagram , Youtube )
13:00 - 14:00	Lunch Break
14:00 - 14:30	How to create online campaigns
14:30 - 15:30	Challenges and insights to facilitate building a strong social media presence
15:30 - 15:45	Break
15:45 - 17:00	Tools for managing your online presence
17:00 - 17:30	Feedback and way forward

# HOW TO ORGANISE A #DEFYHATENOW SOCIAL MEDIA TRAINING [ORGANISATIONS]

## ON EFFECTIVE USE OF DIGITAL MEDIA FOR CIVIL SOCIETY ORGANISATIONS

### INTRODUCTION

The aim of this training is to educate the participants on the effective use of social media for the benefit of their organisations. How to maximise their time online while engaging the public. They should be able to know how to use social media ethically and most importantly how to differentiate between fake news, rumours, propaganda and facts on the ground.

Information and communication technology has changed rapidly over the past few years with the most notable development being the emergence of social media. The pace of change is accelerating. Mobile technology development has played an important role in shaping the impact of social media. Africa has not been left behind in the wake of massive smartphone penetration. The biggest number of internet users in Africa access it via mobile devices. This puts the means to connect anywhere, at any time on any device in everyone's hands.

### OBJECTIVES

By the end of this training participants will be able to:

9. Understand and be able to explain social media terms (#tag, trend , DM , post , thread etc )
10. Have the practical skills of using social media to promote the work of their organisation.
11. Draw a clear line between ethical and misuse of social media (propaganda, fake news, rumours)
12. Understand the importance of branding and how to use digital media to communicate an organisation's goals and objectives
13. Social media activism and advocacy
14. Develop a social media strategy for an organisation
15. Have an overview of online hate speech and how to mitigate incitement to violence
16. Evaluate social media strategies and advise organisations on how to improve their social media presence
17. Manage social media activities - presence for a medium size organisation

### REQUIREMENTS

Each participant should:

11. Have a laptop computer with the latest internet browsers
12. Have a smartphone with Twitter, Facebook and Instagram installed
13. Be available for the two days of training
14. Be willing to participate in all sessions, especially practical exercises and group discussion
15. Have basic computer skills
16. Have a good understanding of their organisation's vision, mission, activities & programs

Lead Trainer #defyhatenow Social Media: Nelson Kwaje

Facilitator Guide developed by Nelson Kwaje & Kendi Gikunda

**Program  
(Two Days)**

<b>Day One</b>	<b>[EXAMPLE ONLY]</b>
Time	Topic
08:30 - 09:00	Opening remarks
09:00 - 10:00	Introduction to digital media (New media )
10:00 - 11:00	Branding and online presence
11:00 - 11:30	Tea Break
11:30 - 13:00	Social media platforms (Twitter, FB , Instagram , Youtube )
13:00 - 14:00	Lunch Break
14:00 - 15:30	Challenges and insights to build a strong social media presence for your organisation
15:30 - 15:45	Break
15:45 - 17:30	Activism and advocacy through social media

**PROGRAM DAY 2**

<b>Day Two</b>	<b>[EXAMPLE ONLY]</b>
Time	Topic
08:30 - 09:00	Propaganda and fake news
09:00 - 10:00	Hate speech mitigation on social media
10:00 - 11:00	Working with Twitter and Facebook
11:00 - 11:30	Tea Break
11:30 - 13:00	How to create online campaigns
13:00 - 14:00	Lunch Break
14:00 - 15:30	Tools for managing your online presence
15:30 - 15:45	Break
15:45 - 16:30	Practical steps, tips to use in your organisation
16:30 - 17:30	Feedback and final remarks

# HOW DO YOU HAVE A SOCIAL MEDIA STRATEGY?

## TIPS FOR FACILITATORS

Creating a solid social media marketing strategy doesn't have to take weeks to put together. It helps to have 3 key things written down on paper:

1. Why are we on social media? Simply being active on social media channels for the sake of being there is one of the quickest ways to burn valuable time and resources. First, answer the question of 'why' your business is on social and what you would like to accomplish.
2. How are we going to succeed? Next is the question of *how*. This can be specific social channels, paid advertising budget, video or image creation, partnering with influencers.
3. How will we measure success? Key metrics or goals that you would like to accomplish broken down into days, weeks, months, and the year. Breaking it down like this will allow you to focus on day-to-day activities while also keeping the big picture in mind.

## COMPETING WITH THE NOISE

As organisations continue to build out their online presence, consumers are provided with more and more choices. The social media streets have become crowded and everyone wants a piece of the action. Staying on the front end of the curve and rising above the noise is harder than ever.

For some brands, the way to cut through all of the noise on social media is to simply post more. While this tactic may work for some, for many it has the tendency to irritate followers especially if the content is shallow. People will naturally follow your brand over time from posting great content, not posting more content.

## NOT HAVING ENOUGH TIME TO MANAGE SOCIAL NETWORKS.

The most widespread reason for not updating the social profiles regularly is the lack of time. Whether you're a startup or NGO, there is always too much on your plate, from project campaigns, to getting online leads, to looking after the SEO. Amid all this and owing to the small size of the team, often at the end of the day there is not much time for social media strategy. You could:

*Outsource/hire an in house social media manager.* You can either outsource the social media manager from a reputed agency which has experience in working with the same or related niche, or hire an in-house social media ninja. Explore the possibility of either appointing a part time community manager or, outsourcing from a social media-marketing agency.

*Keep aside one hour for social media managing.* Social media management tools such as Hootsuite and Buffer schedule your posts on multiple networks. By handling the social media accounts, you also stay tuned and come to know the trends making rounds in the industry. Listen first hand to the chatter about your organisation and directly interact with the target audience. These tools provide analytics reports about the performance of the organisation on various platforms.

*Help choose the networks that are the most effective:*

Using only two or three social platforms that are most effective to reach your target audience. Research the platforms where most of your target audience resides, accordingly choose one primary network to establish your thought leadership, and use the other two as supplements.

*Chalk out a strategy:*

To streamline your social media efforts, rather than being overwhelmed by the strategy that your competitors are using, chalk out a strategy, which is the most relevant and useful. Establish your goals for communication, establish subject expertise and then carve about a strategy accordingly.