



THE GAMBIA NATIONAL YOUTH COUNCIL



CONCEPT NOTE

Background:

Following the successful training of 20 young leaders (multipliers) on Social Media, Micro blogging and Storytelling held from 29 to 30 June, 2018 at Shelley's Residence in Bijilo, The Gambia National Youth Council (NYC) in collaboration with Konrad-Adenauer-Stiftung Senegal (KAS) will organise another two (2) days intensive '**Digital media bootcamp**' for young Gambian active social media users and communications enthusiasts.

In the Gambia, social media is widely used by young people to access and communicate information related to job opportunities, education, social and current affairs. Technological innovation is taking place at a breath-taking pace. Simple, open source internet-based applications and services designed to enhance on-line collaboration are now available to the wider public at little or no cost at all. These new online technologies known as Digital Media applications enable people to collaborate, create, share and publish information.

Social media and networking tools have been one of the most effective tools that citizens nowadays used to advocate and influence Government policies and social changes around the world. In this bootcamp, participants will learn how they can use these existing new digital media tools to increase their voices, participate in civic, economic and political processes and support the democratization and digitalization efforts of the New Gambia.

Participants will be introduced to selected new Digital media applications including social media and will learn how to use them hands-on. This bootcamp forms part of The Gambia NYC and Konrad-Adenauer-Stiftung joint initiative to improve the capacity of Gambian youth to participate and drive National development agenda.

Title of Activity: Digital media bootcamp

Objective(s):

The aim of this activity is to:

- Build the capacity of youth leaders from National Youth and Civil society organisations to make wise and effective use of new Digital Media applications.
- Improve social reporting skills of Gambian youth to participate and drive National development agenda.

Date & Venue: 1 - 2 August 2018, Khamsys in Bijilo

Methodology:

The bootcamp will be conducted by local social media and communication experts and will bring together 30 participants to be selected from active National Youth and Civil Society Organisations from across the country. It will take the format of expert presentations, creative group works and practical sessions.

Trainers: To be determined

Expected outcome:

- By the end of the bootcamp, the capacity of 30 young Gambian active social media users and communications enthusiasts will be built on new Digital Media applications.
- The knowledge and skills of participants on innovative social media tools will be improved.
- Participants will learn how to use digital media professionally and fine-tuned their social reporting skills.

Impact:

- 30 participants from active National Youth and Civil Society Organisations from across the country adopt new Digital Media applications within the context of their work and organization.

Outline Agenda of the bootcamp:

Wednesday, August 1: Interactive experts presentation

This session will present the full spectrum of online media tools. Demonstrating practical examples of how young professionals, specifically social media users and communications enthusiasts are using each digital tools to access, communicate, share information, and how organisations can develop their online media strategy to reach their target audience using this new technology tools.

- **09:00-12:00 – The Social Media tools: Overview of tools, and their use for social and nonprofit causes**
- **13:00-16:00 – The Social Media tools (continued)**
- **16:00-17:00 – Introduction to online media strategies**

Thursday, August 2: Practical session

This practical session will introduce participants on how to design an effective online media strategy. In the afternoon, session will concentrate on how to write engaging social media content by using the practical challenge of “how to write effective Facebook, twitter and blog posts” as a starting point to write catchy and good content for their online platforms.

- **09:00-11:00 – Design online media strategy**
- **11:00-18:00 – Practical exercise: Writing an engaging and effective social media content**