



## Call for Seminar participation and registration



### Topic: Harnessing the power of social media for small and medium size businesses in low income countries

Seminar date : 21/11/2016 - 22/11/2016

Join the online discussion group by registering [here](#) for the event.



**Julius Timgum**  
Community  
Manager at  
K4DWB



**Sakiera Malone**  
Remote  
community  
Manager USA



**Karolina  
Maskova**  
Assistant  
Vienna

The opportunities that social media can offers to small and media size businesses in developing countries are enormous. Africa presently has **167m** Internet users (**15% penetration**), this is already a huge number. However, with an overall low penetration rate of **11%**, the continent needs to take advantage of this social media platforms especially for those young businesses wishing to make a global presence and find diverse markets for the products.

It is with this backdrop that we at **K4DWB** is creating an event with the aim of educating interested participant to learn about the powerful potential of using social media for advancing their business.

### Seminar Schedule

**21/11/2016:** Introduction to social media and social media platforms

**22/11/2016:** Practical example using the 'StayconnecteD4Dev social media community. Questions and discussion from participants, feedback and conclusion of event.

Harnessing the power of social media for small and medium size businesses in low income countries

## Course description and content

Target group: KFDWB's Community members

**An online event previewed 21<sup>st</sup> and 22<sup>nd</sup> of November**

# Introducing lecturers



Sakiera Malone  
Community Manager USA



Julius Timgum  
Community Manager Austria



Karolina Maskova  
Assistant Vienna

# Seminar Overview

- 1) Introducing social media (What is social media)
- 2) Social media platforms (categories)
- 3) Why do we need Social Media?
- 4) How to use Social media
- 5) Lets create a social media page
- 6) Short test and feedback

## Seminar Objective

Besides diving into the world of social media and its different platforms, the seminar participants will receive the crash course into how to engage and network their businesses using these platforms. We will also provide small tricks and trades that will make their Social media experience worth it.

## Seminar Method

All interested members (KFDWB's Community members or non-members) will be sent a request to join the online platform a week before the event takes place ([Please click here to register](#)). You will be sent the links and file on how to get into the platform. On joining the platform, members will be able to access the course material and take part live in the event.

## Goals of the Seminar

- Understand social media
- Learn about different types of social media
- The tricks of engaging on a social media platform
- Using out Connect platform as a practical example

## Seminar description

Thanks to our powerful online seminar platform provided in collaboration with IBM, we will invite participants from all walks of life interested in the topic. The seminar will be divided into 2 parts;

- The theory part which will focus on K4DWB overall objective; imparting knowledge. The online seminar will be curated by Julius Tingum with a series of presentations focused on social media introduction for individuals (KFDWB's Community members) in low income countries wishing to tap into these platforms for advancing their businesses.
- The practical part, which will involves easy excersises and demonstration of how to create a social media profile and tricks into how to effectively use these platforms.

The event will end with feedback from users and some questionnaires to access the impact of the project.

## Requirements for joining Seminar

- Passionate about new media
- Have a fair level of computer skills (intermediary)
- Have a phone or computer connected to internet
- Have an entrepreneural spirit

## Seminar planning sessions

Session	Content	Preparation
21th Nov 2016 1pm – 1:30	Theoretical intro of social media	Suggested literature
21th Nov 2016 1:30 pm – 2:15	Different social media platforms and their uses	In-slide presentations
22th Nov 2016 1pm – 1:30	Creating a social media profile using <b>StayConnecteD4Dev</b> platform	Practical work
22th Nov 2016 1:30- 2:15	How to build and navigate a your social media presence on <b>StayConnecteD4Dev</b> platform	In-slide presentations