

Social Media E-learning Course

Sharing the Red Cross Red Crescent Movement on Social Media

E-learning course



Overview

The use of social media is becoming an integral part of communication and community engagement for humanitarian work. Recognizing the potential of social media communication to support vulnerable people before, during and after a disaster, National Societies throughout the Red Cross / Red Crescent Movement are integrating new communication forms more strategically into their operations across sectors. This enables stronger engagement with National Society constituents, provides new channels of communication and supports accountability.

The ability to effectively integrate social media communications into their work greatly differs between National Societies which leads to diverse training and capacity building needs. Capitalizing on the rich experiences with building out social media engagement, the IFRC Americas Region and the Global Disaster Preparedness Center (GDPC) have consolidated existing guidance for setting up social media presence in an e-learning tutorial to share with the wider Red Cross / Red Crescent network.

About the course

The purpose of this online course is to enable National Societies and Red Cross / Red Crescent staff and volunteers to quickly access helpful and instructional information to enhance their social media engagement. This course provides a creative and engaging way to inspire and motivate National Societies to set-up and enhance their social media presence to better promote their work across sectors and engage with the communities and population they serve.

Learning Objectives

After completion of the course, National Society staff and volunteers in social media communications will be able to:

- Use social media to lend a human touch to the Red Cross / Red Crescent brand.
- Identify the benefits, limitations and risks of social media.
- Confidently post on social media, according to IFRC guidelines.
- Connect with the Red Cross / Red Crescent community of online advocates and experts.
- Formulate better content planning and social campaigns.
- Make sense of statistics on social media platforms.
- Put together a social media measurement report.
- Use data in developing content strategy.



Welcome to
Module 1:
Engaging Staff and Volunteers in Social Media

Course content

Topic	Objective
Module 1: Engagement of staff and volunteers in social media	Will help staff and volunteers strengthen their personal social media engagement in support of the Red Cross Red Crescent Movement.
Module 2: Content Planning	Will help National Societies' social media focal points plan content.
Module 3: Social Media Monitoring	Will help monitor social media impact to strengthen Red Cross Red Crescent.

Methodology and duration

The course has a duration of 30 to 60 minutes depending of the learner's pace, who will be able to advance at his/her own rhythm, taking one module independently or going through the course in the established order. After completion of all three modules the learner will have the option of printing a certificate of completion.

The course includes a series of case studies, interactive exercises, printable reference materials and videos. All the resources and activities are tailored to the specific needs and context of the Red Cross / Red Crescent Movement.

Languages

The course is available in the [IFRC Learning platform](#) in English, French and Spanish.

The IFRC Learning Network also offers online learning opportunities in different areas like Disaster Management, Health, and Leadership Development.

For more information on these programs including our online Learning Platform please visit us online at: www.ifrc.org/learning



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