Social Media and NGO Training Workshop

March 5th-7th, 2010
Notre Dame University, Zouk Mosbeh – Division of Continuing Education, Old Campus Building

Reported by Elias Sfeir, LERC IT Support

The Lebanese Emigration Research Center (LERC) at Notre Dame University-Louaize, represented by IT Support Mr. Elias Sfeir, participated in the workshop entitled "Social Media & NGOs", organized by the Lebanese Development Network (LDN) and Virtual Activism – USA. The workshop was attended by many nongovernmental organizations, such as LADE, Blue Mission Organization, ALEF, Lebanon Development Union, Safadi Foundation, Lebanese Civic Media Initiative, Naji Cherfan Foundation, Arab Thought Foundation, INJAZ LEBANON, SESOBEL, Amel Association, Lebanese Scout Association, AMIDEAST/ Lebanon, Rafic Hariri Foundation, Community Association for Student Support, AFDC, Aie-serve, Roteract, Center for Development, and Democracy & Governance.

Dr. Tadros started the workshop by introducing herself and knowing the participants. She continued to explain briefly the history of the internet. It started in the 1990's when it was called web 1.0, which handled only the "Read only" option. Then it was updated to be called web 2.0 and became "Read & write" web, and now it has become the "Read, Write & Execute" web. Nowadays, the technology is becoming more and more helpful, provided that we know how and when to use it that is to say in the proper way.

Mr. E. Sfeir (middle) attending the training (Mar 2010).

Dr. Tadros commenced by showing the participants some tools used in strategizing any project, for example Mindomo, for brain-storming and for organizing ideas before going into any project. Another one called Ether Pad is a public pad shared by a specific group in order to discuss and edit some document online.

Dr. Tadros continued by showing the group how to create blogs, which means creating an online presence for the NGO's. For example, there is Twitter, which is called Micro blogging since it lets the member use 140 characters to update the information. An additional tool that is used is the Ning Social Network; this tool lets the organization create an appearance similar to a website that will share with other organizations. In this Social Network, the organization will include Events, Photos, Videos, articles and even Embed Books.

Dr. Tadros emphasized the subject of Privacy and Security online, and demonstrated how the organization should keep its privacy.

Dr. Tadros closed the session with Mr. Amin Nehme by distributing certificates to participants.

Mr. Amin Nehme (left) with Dr. Marlyn Tadros (middle) awarding Mr. Elias Sfeir (Mar 2010).

Souvenir picture of the participants and trainers (Mar 2010).