

PRESS RELEASE

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TCC and CTA facilitate Second Web 2.0 and social media for development training in Somaliland

The Nairobi-based Training Centre in Communication (TCC) trained Somali Research Network(SomaliREN) members from Somaliland in **Web 2.0 and Social Media for Development** from 24-28 November 2014 at Gollis University,Hargeisa. The deployment of the trainers was sponsored by the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) while the cost of hosting the event was borne by Gollis University . Participants included delegates from Gollis University, Hargeisa University, Amoud University,Nationallink Telecom and the Ministry of Technology.

The overall objective of the course was to empower development professionals to recognize the potential of social media and to make innovative use of these tools to improve the efficiency and effectiveness of their work. Participants were able to recognize the role of social media in changing the way information is created, organized, shared and accessed. They had opportunities to use some popular social media tools, analyze their usefulness, identify their adaptability to specific contexts at their workplace and compare the effectiveness of different applications depending on the context and purpose. Participants were also able to recognize the importance of issues such as security, privacy, and intellectual property rights while using social media.

This is the second of a series of three events , that will take place in Somalia. The first session took place in Mogadishu, Somalia and the next session will take place in Garowe Puntland.

More on CTA

CTA was established in 1983 under the [Lomé Convention](#) between the African, Caribbean and Pacific Group of States and EU member states. Since 2000 CTA has operated within the framework of the ACP-EU Cotonou Agreement with a mission to “strengthen policy and institutional capacity development and information and communication management capacities of ACP agricultural and rural development organisations. It assists such organisations in formulating and implementing policies and programmes to reduce poverty, promote sustainable food security, preserve the natural resource base and thus contribute to building self-reliance in ACP rural and agricultural development.”





MORE ON TCC

TCC is a not for profit organization set up in 2006 and is in partnership with the University of Nairobi and is the first African-based Training Centre to teach effective communication skills. TCC has its headquarters at the University of Nairobi, Gecaga Institute, Chiromo Campus, and Nairobi, Kenya.

The centre's mission is to contribute to the increase in profile, locally, and internationally, of African science, and its impact on the life of Africans, by improving skills in technical communication in all forms, at academia and other relevant forums, in African countries.

TCC has also partnered with Kenyatta University, Kenya, in training scientists in communication and publishing. TCC has opened a satellite office in Nigeria in partnership with Obafemi Awolowo University, Ile-Ife, Nigeria (OAU), through the Directorate of Linkages and Sponsored Research. The new office trains research scientists and postgraduate students from the Western Africa sub Saharan region. TCC has also opened an office in South Africa in partnership with The Innovation Hub.

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