



Social Media User Massive Open Online Course preparation

1st October videoconference report

INTRODUCTION

The purpose of this videoconference is to organize a pilot massive online course (MOOC) for NATO social media user training. The pilot course should be provided by November and consist of 5 online lessons given by 5 instructors. Reference documents for this are :

- [NATO Social Media Users Training Concept](#)
- [NATO MOOC draft concept](#)

PERSONNEL

Each instructor will be assisted by an “assistant” from the Innovation Hub Staff.

Responsibilities :

Instructors are responsible for the creation of their respective course content and for giving the lessons through web video.

Innovation Hub Staff will assist the instructors for the technical aspects and for the creation of digital course material

Innovation Hub Staff will organize and facilitate all online community interactions

Instructors :

Three instructors are already identified as well as their respective lessons

Paola Casoly : Crisis prevention and management

Giulia Aubry : Psycho-social aspects of Social Media

David Bailey : Social Media Tools. For the pilot course SM tools would not be addressed exhaustively. It will be assessed which tools to teach and to what level of detail.

The topic of “story telling” could be addressed by the three instructors

Security dos and don'ts should also be included as a priority

More instructors are needed (at least two). The community is invited to help identify them.

COURSE MATERIAL

The course material will be created through a close coordination between the instructors and their assistants. As much as possible the course needs to provide the students with life examples, interactions and practice. They will include preparation activities and homework.

A sandbox or simulation environment for the students to practice on will be developed.

The community is invited to share any relevant material.

AUDIENCE

The audience may include, private social media users, non-users of social media, corporate users (NATO/Nations communication professionals). The Instructors will define their audience.

ADVERTIZING AND COMMUNITY BUILDING

Depending on the chosen audience an advertising campaign will be designed. It should include a promotional video where instructors are interviewed. NATO and Nations educational institutions are likely to be targeted.

TECHNOLOGY

By default the Innovation Hub Collaborative Platform will be used as the host for all course material and community interaction. Other options such as NATO ADL and NATO School Global Net will be considered with the help of their custodians.

CHAT BOX DISCUSSION

Various interesting discussions happened on the videoconference chat box. Their content is available [here](#). Further discussion on the Collaborative Platform is encouraged

WAY AHEAD

The community is invited to help identify additional instructors.

The community is invited to share any material relevant to the course.

Discussions will continue on the Collaborative Platform.

Assistants will engage the Instructors into a close support relationship.

Next videoconference on 18 Oct



<http://InnovationHub-act.org>