

Digital Communication in Civilian Crisis Management

31 May, 7 June, and 13 June 2023

Online

COURSE CONCEPT

The Request

EUCTI Secretariat was approached by the EU Advisory Mission in Ukraine (EUAM Ukraine) with a request for a course on Digital Communications in Civilian Crisis Management (CCM) from the course catalogue. The mission requested a tailor-made course that would enhance their digital communication efforts and visibility by including concrete examples of their work and mandate in general. Considering the situation in Ukraine, online training was seen as more suitable by the parties including the mission representative who confirmed/explained that the mission's personnel is dispersed over Ukraine and abroad. Note that the idea of an in-person course in Poland was briefly discussed and abandoned shortly afterward due to the inability of missions' local (male) personnel to travel outside Ukraine.

The Proposed Offer

The Centre for European Perspective (CEP), as the training provider, proposes to deliver an online training course of half a day per week (3-4h), three weeks in a row from 31 May to 13 June 2023. The format was partly suggested and later agreed upon with the mission due to their busy and dynamic workflow. CEP is in constant contact with mission representatives and experts to deliver an advanced tailor-made course. At the suggestion of the mission representatives, CEP will also arrange calls between them and experts to thoroughly discuss the content of the sessions and, in that way, ensure that the mission will benefit the course to the utmost.

The Course

The goal of the course is to provide digital communications knowledge to the mission personnel in the areas that need significant improvement. Therefore, the course consists of the topics identified together with the mission representatives.

The aim of the course is:

- To explain the methods and tools of storytelling to effectively communicate complex information/topics.
- To understand how to improve social media channels (practical and strategic aspects).
- To identify the lessons of the most important disinformation cases in Ukraine and raise awareness and resilience.
- To outline the current state of the social media landscape and adapt the working flow accordingly.

The Target Audience

The target audience is the missions' Press and Public Information Office personnel, who have already advanced knowledge in digital communications (10-15 participants). The course is designed for max. 20 participants.

The Expected Learning Outcomes

After following this course, participants will:

- 1) Improve communication strategy, outlook, and communication performances of their social media channels.
- 2) Be able to use storytelling methodology for communicating complex topics.
 - a) Be able to overcome the "curse of knowledge".
 - b) Be able to use new tools and techniques to tell more engaging stories in online spaces.
 - c) Improve the visibility of the mission and its activities.
- 3) Apply and incorporate in their communication activities lessons learned from the most significant Russian disinformation cases in Ukraine and worldwide.
 - a) Learn how to use Telegram to mitigate Russian disinformation.
- 4) Apply the changes in their communication activities through Meta platforms (Facebook and Instagram).
- 5) Enhance and finalise their Telegram communication strategy and become ready for the launch of their channel.

The Methodology

CEP is intensively working with the mission representatives to ensure the course fully corresponds to the needs of the EUAM Ukraine Press and Public Information department. Together with the mission, we identified that the level of theoretical knowledge amongst the participants is sufficient and that it would be more beneficial to focus on enhancing their practical skill set for immediate practical application.

Since the missions' communication department is large, compared to other EU missions, we decided to focus on advanced and contemporary communication topics that will be presented by practical applications, reflections, joint drawing of lessons, and demonstration of good practices. The course will also include in-advance assignments, exercises, and discussions.

Participants will be enhancing their practical skills through pre-training tasks, which will be evaluated and commented upon by the trainer. During the training, participants will have to work on their products and improve them together with the trainer. Some of the methods to increase their practical skills are collective brainstorming, trainers' follow-up, reflective practice, and case studies.

Modules

Since the training is 100% tailor-made and the topics are not tightly interconnected, each session will be a separate module:

- Social media report module: the trainer will present the findings of his analysis of the EUAM Ukraine social media channels (Twitter, Facebook, LinkedIn, and Youtube). Based on the findings he will highlight positive and negative examples of their communication efforts on those platforms and provide advice on how to improve.
- Disinformation module: The trainer will do an overview of the most notable examples of Russian disinformation in Ukraine and in the World in the past year, while at the same time providing advice and lessons learned.
- Storytelling module: The trainer will, mainly through the practical tasks and exercises, deliver a session on how to improve communication of “technical projects” by successfully utilizing storytelling methods and tools.
- Meta module: The trainer will provide an overview of changes in Meta since January 2023 and highlight the most important ones, while providing advice on how to adapt to them from a communication standpoint (focus on communication strategy).
- Telegram module: the trainer will focus on the essentials of Telegram before launching the channel. She will provide advice on what to be careful about while preparing for the launch of the channel.

The topics of the course are the following:

- Storytelling – communicating complex and abstract topics through stories.
- Social media report – how to improve communication through social media channels based on the analysis.
- Disinformation – the most prominent cases of disinformation in Ukraine and lessons learned.
- Meta – changes and future developments in Meta and its effect on the field of digital communications.
- Telegram – how to efficiently use, launch and run a Telegram channel

The Logistics

This training will take place Online (via Zoom). The session on Disinformation will take place in a hybrid form as the expert is stationed in one of the missions' locations.

The Training Structure

See below for a tentative training program.

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Online Course

COURSE PROGRAMME

Wednesday, 31 May 2023					
Time (EEST)	Subject	Module	Session	Learning objectives	Facilitator
13:30-13:45	Opening and Introduction to the Course	Introduction	Opening and Introduction to the Course	<ul style="list-style-type: none"> - To get familiar with the course. - To get to know the EUCTI project and Centre for European Perspective. 	Markko Kallonen, EUCTI Secretariat Miha Ilc, Centre for European Perspective
13:45-15:15	Analysis of the Missions' social media channels	Social media report	EUAM Ukraine's Social Media Report and Ways to Improve	<ul style="list-style-type: none"> - Describe the strengths and weaknesses of the missions' social media channels. - Enlist practical tips and tricks to improve missions' social media channels based on the findings of the analysis. 	Matthias Lüfkens, DigiTips-, Author of Twiplomacy Study
15:15-15:30	Break				
15:30-17:00	Russian disinformation cases worldwide and in Ukraine	Disinformation	Disinformation Cases from Ukraine and lessons learned [hybrid session]	<ul style="list-style-type: none"> - Explain the tactics, techniques, and impact of Russian disinformation in Ukraine and worldwide. - identify and apply lessons learned from past Russian disinformation cases in Ukraine. - describe how to use Telegram to mitigate Russian disinformation in Ukraine. 	Roman Osadchuk, Digital Forensic Lab, Atlantic Council

Wednesday, 7 June 2023					
Time (EEST)	Subject	Module	Session	Learning objectives	Facilitator
9:30-9:45	Recap of the first day of the course	Debrief	Recap of the first day of the course.	<ul style="list-style-type: none"> - To refresh and reflect upon the topics of the first day of the course. 	Miha Ilc, Centre for European Perspective
9:45-11:45	Storytelling for technical projects	Storytelling	The Curse of Knowledge - Communicating complex information	<ul style="list-style-type: none"> - Explain how to overcome the curse of knowledge by following a step-by-step process. - Apply methods about how to tell logical, captivating, and informative stories. - Explain how to create impactful and powerful reports, briefs, videos and presentations, and plan what to talk about on social media. 	Charlelie Jourdan, Creative Strategist at 75 percent
11:45-12:15	Break				
12:15-14:15	Storytelling for technical projects	Storytelling	The Curse of Knowledge - Communicating complex information	<ul style="list-style-type: none"> - Explain how to overcome the curse of knowledge by following a step-by-step process. - Apply methods about how to tell logical, captivating, and informative stories. - Explain how capacity to create impactful and powerful reports, briefs, videos and presentations, and plan what to talk about on social media. 	Charlelie Jourdan, Creative Strategist at 75 percent

Tuesday, 13 June 2023					
Time (EEST)	Subject	Module	Session	Learning objectives	Facilitator
14:00-14:15	Recap of the second day of the course	Debrief	Recap of the second day of the course	<ul style="list-style-type: none"> - To refresh and reflect upon the topics of the first day of the course. 	Miha Ilc, Centre for European Perspective
14:15-15:30	Adaptation to the changes in Meta	Meta	META: Preparing for Change & Strategic Use of Their Channels	<ul style="list-style-type: none"> - Explain and adapt to current changes in Meta (focusing on Facebook and Instagram) - Describe how to repurpose the Facebook and Instagram strategy according to the changed social media environment. 	Joanne Sweeney, Public Sector Marketing Institute
15:30-15:45	Break				
15:45-17:00	Telegram	Telegram	TELEGRAM: How to use it for news insights and dissemination	<ul style="list-style-type: none"> - Polish the Telegram communication strategy and enhance practical skills before the launch of the EUAM Ukraine channel. - To learn the best practices and tips & tricks of Telegram. 	Joanne Sweeney, Public Sector Marketing Institute