

Digital Communications in Civilian Crisis Management

31 May, 7 June, and 13 June 2023

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 Ingrid Omahna, 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"> - To learn the strengths and weaknesses of the missions' social media channels. - To learn 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"> - To understand the tactics, techniques, and impact of Russian disinformation in Ukraine and worldwide. - To identify and apply lessons learned from past Russian disinformation cases in Ukraine. - To learn 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. 	Ingrid Omahna, Centre for European Perspective Tine Šušteršič, 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"> - To learn how to overcome the curse of knowledge by following a step-by-step process. - To learn methods about how to tell logical, captivating, and informative stories. - To achieve the 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
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"> - To learn how to overcome the curse of knowledge by following a step-by-step process. - To learn methods about how to tell logical, captivating, and informative stories. - To achieve the 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. 	Ingrid Omahna, 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"> - To get acknowledged with, learn upon, and adapt to current changes in Meta (focusing on Facebook and Instagram) - To learn 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"> - To 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