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## Communication 3.0 for Public Administration

OAS/DHDEE/CIR.220/2016

### Course Requirements:

- Must have academic degree, especially in social sciences.
- Be a citizen or permanent resident of an [OAS Member State](#) with the exception of those residing in Perú as it is the host country. The candidates who are not living in their home country, must send a copy of their visa. \*Peruvian citizens who are not living in Perú, can participate in the course, after consulting with their respective ONE.

<b>International Center for Interdisciplinary Studies -CIESI –</b>
<b>Coordinator:</b> Fares Aguirre <a href="mailto:fares.aguirre@gmail.com">fares.aguirre@gmail.com</a>
<b>Dates of the course:</b> November 7th, 2016 to February 10th, 2017
<b>Modalidad:</b> Online
<b>Duration of the course:</b> Three months
<b>Language of instruction:</b> English
<b>Benefits:</b> 50% partial scholarship (Scholarship recipients will be responsible for the payment of 50% remaining of the tuition fee: US\$500.00)
<b>Certification:</b> Certificate of completion by the International Center for Interdisciplinary Studies -CIESI – to be sent by regular mail.
<p style="text-align: center;"><b>Objectives:</b></p> <p>This course aims to train leading personnel, within public institutions, on online communication tools. We are facing new challenges and it is important to possess the tools and knowledge necessary for the implementation of new communication strategies to reach citizens more effectively and efficiently. It is essential to work towards obtaining a global vision based on good practices, to be carried out by public institutions.</p>

### Course Content:

#### Curricular Structure:

#### Module I: Introduction to 3.0 Communication for Public Administration

- The transition from Web 1.0 to Web 2.0.
- Web 3.0. New features on the Web.
- The necessary presence in Social Networks for Public Administration.

#### Module II: Web Pages and Blogging



- The Municipal Web page as a critical tool for communication with the average citizen.
- Blogging platforms: Blogger and Wordpress.
- Creation and content management.
- Case Studies of Good Practices on institutional web pages and blogs.

### **Module III: Microblogging**

- Creating and Managing a Twitter account for Public Administration.
- Case Studies of Good Practices on account management.

### **Module IV: Social Networks**

- Creating and Managing a Fan Page on Facebook for Public Administration.
- Creating and Managing a Google Plus page for Public Administration.
- Case Studies of Good Practices on managing accounts in Social networks.

### **Module V: Social networks based on Content**

- Social networks using videos.
- Creating and managing a profile on YouTube for Public Administration.
- Creating and managing a profile on Vimeo for Public Administration.
- Social networks using images.
- Management boards on Pinterest for Public Administration.
- Photos on Flickr Management for Public Administration.
- Case Studies of Good Practices in managing accounts, using content.

### **Module VI: 3.0 Communication Strategies in Public Administration**

- Social Networks and their role in Local Development.
- Creating a Social Media Plan Media in Public Administration.
- Creating a Software for Content Management in Social Media.
- Using social networks as a dynamic digital tool for tourism.
- Using social networks as a dynamic tool for local trade.
- Promoting Citizen Participation through Social Media.
- Social networks oriented to public participation.
- Using social networks in disaster management.
- Web tools to promote citizen participation.
- Risks of Social Networks in Public Administration.

### **Module VII: Measuring the impact of Media and Social Networks**

- Metrics as a measuring and evaluation tool.
- Online image and management.
- Open Software for measuring metrics.



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#### **Module VIII: Intellectual Property in Digital Media**

- Open License. Creative Commons.
- Repositories royalty free images.
- Intellectual Property. Authorship Rights.

#### **Module IX: Guidelines for program ending work**

- Development of a Media Plan in Social Media and Web, or proposals suggested by students.

#### **Teaching methodology:**

The program uses interactive teaching methodology; it demands the active participation of the students in the discussions. The questions in forums and other synchronous and asynchronous tools from the virtual campus are essential.

All contents are linked with applied theoretical frameworks; this implies practical content with potential application and reference, which will result in greater decision-making skills and will ultimately lead to personal growth.

Skills and competencies are developed through the discussion about conceptual frameworks and depend on the case method's implementation and the course's final project.

#### **Online Application**

**OAS will only accept complete applications. If you do not upload all the required documents, your application will be considered ineligible.**

#### **IMPORTANT**

- If you were awarded an OAS Professional Development Scholarship in the past twelve (12) months or if you currently hold an OAS Scholarship for Academic Studies, you are NOT eligible to apply for another Professional Development Scholarship.

The General Secretariat of the Organization of American States ("GS/OAS") reserves the right to cancel this scholarship announcement at any time. Moreover, the OAS, GS/OAS, and its personnel are not liable for any actions taken in reliance on or otherwise based upon information in this announcement.