

Call for seminar participants

Under Construction – Internet Action

Beatenberg (near Interlaken), Switzerland

22nd-28th April 2014

With support of the SCI tech team, SCI-Switzerland and SVIT Ukraine organize a seminar to improve the use of social media within the SCI network and partner organizations. It will take place in the week after Easter in Switzerland.

This seminar aims at **reaching staff members and active volunteers within the SCI network who regularly deal with online promotion in branches, international working groups and local groups**. The seminar will also be open to participants outside the SCI network with experience in advertising or conducting online actions.

The seminar's objectives are to address and to improve the use of social media (facebook, twitter, youtube in particular) in SCI on two levels:

- profile of organization in social media, how to develop it and use for PR and promotion on national level;
- use of social media on international level in awareness raising and promotional campaigns on the topics of volunteering, environmental issues, peace and possibly others.

Participants will gain a fresh look on the presence of their organization, working group or campaign in social media by exchanging experiences. They will think about best practices and develop new ideas to be more effective in their communication.

External experts will be invited to provide participants with further inputs and ideas for their work.

During the seminar we also aim to work on developing or supporting 1-2 online campaigns according to the inputs from participants and/or work on a concrete plan to improve the social media presence of your organization.

The seminar will take place in Beatenberg, near Interlaken, Switzerland from 22nd to 28th of April 2014. 70% of travel costs and 100% of visa costs will be reimbursed. Next railway station: Interlaken West, closest airports: Bern Belp (small), Basel-Mulhouse, Zurich Airport. We recommend travelling by train.