



International Association of Agricultural
Information Specialists

Report on the Training Workshop on:

Web 2.0 and Social Media in the Agricultural Environment
1st - 3rd December 2010, University of Botswana
Gaborone, Botswana

Background

In January 2010, the IAALD Africa Chapter conducted a survey to identify training needs of its members' in the agricultural information management and knowledge sharing field. The results of the survey showed that most members of the Chapter required training mainly in the following three areas:

- *Web 2.0 and Social Media* with emphasis on using blogs, wikis, podcasting, social networks, etc, to generate and disseminate agricultural content in institutions;
- *Knowledge sharing* - what is knowledge Sharing (KS)?; strengthening relationships and networks; capturing and disseminating knowledge especially through the innovative application of ICTs; generating lessons learned, case studies, best practices and change stories; developing a KS culture; KS tools/approaches, etc
- *Website/Portal Development* - portal needs identification, creating structure for a portal, information design, web design, usability engineering, user studies, web services, communication strategies, developing portals using content management systems, i.e. Joomla, Typo3, Drupal, etc

Towards the end of March 2010 and during the month of April 2010, the Chapter, in collaboration with the Forum for Agricultural Development in Africa (FARA), organized online consultations on *Web 2.0 and the Agricultural Information Manager*. The consultations were open to about 120 *agricultural information professionals*¹ made up of the Chapter members and individuals participating in FARA's Regional Agricultural

¹ Incorporating content generators, managers and disseminators

and Information Learning System (RAILS) programme. The key outcomes of the consultations, among others were that:

- Most agricultural information professionals in Africa need to learn about Web 2.0 technologies;
- Agricultural information professionals should be aware that Web 2.0 offers several opportunities to individual professionals, organizations and communities;
- Training on Web 2.0 technologies should be both in formal settings (i.e. training workshops and seminars) and informal settings (knowledge sharing - peer interactions, at conferences, etc).

In response to the above outcomes of the training needs survey and online consultations, the Chapter decided to organize a training workshop on *Web 2.0 and Social Media in the Agricultural Environment*.

Purpose of the Workshop

The purpose of the workshop was to equip individuals involved in the generation, management and dissemination of agricultural content with the requisite Web 2.0 tools to conduct collaborative content development in a variety of scenarios, and disseminate the content. The strategic objective was to contribute to improving collaboration, networking and knowledge sharing in the agricultural environment in Africa.

Dates and Venue

The workshop was held on 1st - 3rd December 2010 at the Centre for Academic Development of the University of Botswana. The Centre has excellent training and internet facilities.

Participants and Facilitators

Seventeen (17) participants (9 females and 8 males) from Botswana (5), Malawi (2), Namibia (1), Tanzania (2), South Africa (2), Uganda (2) and Zimbabwe (3), took part in the workshop. These came from ministries of agriculture, universities/colleges of agriculture and private firms. The full list of participants is attached as Annex 1.

The workshop was facilitated by Mr. Justin Chisenga, Knowledge and Information Management Officer from the Regional Office for Africa of the Food and Agriculture Organization of the United Nations, based in Accra, Ghana.

Content and Outputs

The workshop covered the following:

- Web 2.0 and social media: including an overview of Web 2.0, examples of application of web 2.0 and social media in agriculture;
- Web 2.0 tools for publishing and disseminating content - Blogs: participants created and practised on blogs using Blogger (www.blogger.com);
- Web 2.0 tools for remote collaboration - Wikis: participants created and practised on wikis using PBworks (www.pbworks.com);
- Web 2.0 tools for professional networking - LinkedIn: participants created their profiles on LinkedIn (www.linkedin.com) and joined the e-Agriculture.org Group available on LinkedIn;
- Web 2.0 for selective access to information - Google Alerts: participants created alerts for e-agriculture, CIARD, Web 2.0, among others, on Google Alerts.

Training Materials/Resources

Each participant received a copy of the following Information Management Resource Kit (IMARK) modules on CDs:

- Web 2.0 and Social Media for Development
- Digital Libraries, Repositories and Documents

In addition, PowerPoint presentations used during the workshop were also distributed to participants on CDs.

Certificates of Participation

At the end of the workshop, participants were handed certificates for participating in the training workshop.

Acknowledgments

The Chapter is grateful to the following organizations and individuals:

- ITOCA for hosting and providing logistical support to the workshop.
- Mrs B. Toteng, from the University of Botswana Library, for handling the local arrangements

24 July 2011

**Annex 1 - Training Workshop on Web 2.0 and Social Media in the Agricultural Environment
1st - 3rd December 2010, University of Botswana
Gaborone, Botswana**

Participants' List				
Country	Name	Institution	Position	E-mail address
Botswana	Zanele Hadebe	Harry Oppenheimer Okavango Research Centre	Senior Librarian	Zanele.hadebe@mopipi.ub.bw
Botswana	Poloko Ntokwane	Botswana College of Agriculture	Library Officer: Institutional Repository	pntokwan@yahoo.com
Botswana	Bagai Bagai	Botswana College of Agriculture	Assistant Librarian	blbagai@bca.bw
Botswana	Tombale Joseph	Botswana College of Agriculture	Library officer	josephbombale69@yahoo.com
Botswana	Dibeela Khumo	Botswana College of Agriculture	Assistant Librarian	kkgari@bca.bw
Botswana	Rodwell T. Chireshe	Geoflux Pty (Ltd)	GIS Consultant	rodwellch@gmail.com
Malawi	Geoffrey F. Salanje	Bunda College of Agriculture	College Librarian	gsalanje@bunda.unima.mw
Malawi	Gray Nyali	Malawi National Library Service	National Librarian	graynyali@gmail.com
Namibia	Magdalena T. M. Tjituka	University of Namibia: Neudamm Campus	Head/Senior Librarian	mmarenga@unam.na
South Africa	Mercy Moyo	ITOCA	Assistant Program officer	mercy@itoca.org
South Africa	Blessing Chataira	ITOCA	Assistant Program officer	blessing@itoca.org
Tanzania	Doris Matovelo	Sokoine University of Agriculture	Librarian	dmatovelo@suanet.ac.tz
Tanzania	Richard Y. Kasuga	Ministry of Agriculture, Food and Cooperatives	Information Officer	richard.kasuga@gmail.com
Uganda	Alice Sebungo	Uganda Communications Commission (UCC)	Information Resource Specialist	asebungo@ucc.co.ug
Uganda	Alyce Nakagwa	NAADS Secretariat	Information and Communication Officer/PRO	anakagwa@naads.or.ug
Zimbabwe	Florence Masocha	NUST LIBRARY	Acquisitions Librarian	fmasocha@nust.ac.zw
Zimbabwe	Thomas Matingwina	National University of Science and Technology	Lecturer	tmatingwina@nust.ac.zw