

## PROGRAM FOR TECHNICAL TRAINING WORKSHOP FOR WEB CONTENT MANAGERS

Day 1	
Time	Activity
8.00 – 8.30 am	Arrival and registration of Participants
8:30 – 8.45 am	Opening Remarks
8:45 am - 10: 00 am	<ol style="list-style-type: none"> <li>1. Over view: Digital communication</li> <li>2. Introduction to website site Management (Focus Drupal CMS)</li> </ol>
<b>10.00 – 10.30 am</b>	<b>Health Break</b>
10.30 – 11.30 am	Content Management <ol style="list-style-type: none"> <li>1. Multi-media files</li> </ol>
11.30 – 1.00 pm	Practical Session Content management
<b>1.00 – 2.00 pm</b>	<b>Lunch Break</b>
2.00 – 3.30 pm	<b>Practical Session:</b> content management (create, update and achieve)
3:30 – 5:00 pm	<b>Practical Session:</b> Exercise
Day 2 : Server Management	
8:30am – 11:30pm	Web Server Management <ol style="list-style-type: none"> <li>1. Setting up a web service</li> <li>2. DNS set-up and management</li> <li>3. Domain name management</li> <li>4. Common web management tools</li> <li>5. Basic Server troubleshooting technics</li> <li>6. Website backup and restore</li> </ol>
11:30am – 12:00pm	NITA-U service Desk <ol style="list-style-type: none"> <li>1. Service desk support and escalation matrix</li> </ol>
12:00pm to 1:00pm	Sensitization on e-Government regulations
<b>1.00 – 2.00 pm</b>	<b>Lunch Break</b>
2.30pm – 4:00pm	Information management <ol style="list-style-type: none"> <li>1. Creating content for public websites</li> </ol>
4:00pm – 5:00pm	Cyber Security

	<ol style="list-style-type: none"> <li>1. Web security implementation</li> <li>2. Common web vulnerabilities</li> <li>3. Secure best practices for online systems</li> <li>4. Best cyber practices</li> </ol> <p>Penetration testing</p>
<b>Day 3: Website Usability and Promotion of Digital Content</b>	
8:30am – 11:00am	<p>Website usability</p> <ol style="list-style-type: none"> <li>1. Creating website services that are responsive to mobile devices (phone, tabs, PC, )</li> <li>2. Cross browser compatibility</li> <li>3. Website navigation and menu set up</li> <li>4. Color management and content lay-out</li> <li>5. All-inclusive publishing (access of public websites by people with disabilities ie blind, low vision, elderly, damp).</li> </ol>
11:00 – 1:00pm	<p>Introduction to social media</p> <ol style="list-style-type: none"> <li>1. Social media Set up</li> <li>2. Branding and promotion of social media platforms</li> <li>3. Website/social media integration</li> <li>4. Content management for the different social media channels</li> <li>5. Dos and Don'ts of social media, focus: Social media guidelines</li> <li>6. Verification of social media accounts</li> <li>7. Best practice in social media management</li> </ol>
<b>1:00pm – 2.00 pm</b>	<b>Lunch Break</b>
2.00pm – 3:30 pm	<p>Best practice on website promotion</p> <ol style="list-style-type: none"> <li>1. Search Engine Optimization</li> <li>2. Setting up corporate email signatures</li> <li>3. Promoting the url on all formal documents and branding materials</li> </ol>
3:30 – 4:30 pm	<p>Measure of Return on Investment (RoI): Google analytics</p> <ol style="list-style-type: none"> <li>1. Setting up google analytics tracking tools</li> <li>2. Generating reports on the performance of the website</li> </ol>
<b>4:30pm – 5.00 pm</b>	<b>Closing and Departure</b>