



**MINUTE OF
THE 22ND ICT LEARNING FORUM
ON
“SOCIAL MEDIA, ICT POLICY AND TECHNOLOGY HIGHLIGHT ON AR”
26 July 2017, Diakonia Center**



**Prepared By: Ms. Keo Mara, Learning Specialist,
Supported By: Mr. Sok Sovann, Mentoring and Coaching Specialist**

I. Introduction

As the longest established membership organization in Cambodia, the Cooperation Committee for Cambodia (CCC) has played a unique role since 1990 in strengthening the cooperation, professionalism, accountability, governance, and development effectiveness of the Civil Society Organizations (CSOs) that are working across diverse sectors in Cambodia.

To keep responding to the needs of the NGO community; CCC and ICT Working Group decided to organize the 22nd ICT Learning Forum on using ICT for accessing the information with security to CCC members and other interest NGOs. The 22nd ICT forum was conducted full-day on **26 July 2017 from 8:00am – 5:00pm** at Diakonia Center/ICF building.



II. Objectives

1. To strengthen participant's how create effective content Facebook and analysis social media data for decision making
2. To strengthen participant's to understand how to develop ICT policy in workplace
3. To aware the Augmented Reality
4. To create a learning and sharing environment and build a stronger network of ICT practitioners among CSOs community.

III. Opening Remarks

The 22nd ICT learning forum was opened by Mr. Soeung Saroeun, Executive Director of CCC.

He expressed that the ICT is very important for all NGOs as today we will be focused o **“Social Media, IT Policy and Technology Highlight on AR ”**, he encouraged participants come to learn and share together to improve our work. He added that learning forum today; CCC has invited the key experts from **Media One, Open Institute, CBCLO and Sabay Osja**. The social media is important such as we should make sure information before click like and share to others, as well as ICT policy; some donors required their partners have ICT policy, so the participants will understand how to develop this policy and apply in their organization, CCC also has resource person who can support members in developing policy.

Summary output of the 22nd ICT Learning Forum

There were 56 participants (15 women) including CCC staff. They were from nine INGOs, 27 LNGOs and two private sectors.

Session 1: Review the last ICT learning forum “Conduct Baseline Study” on 29 March 2017

The last ICT learning forum on 29 March 2017 was reviewed by Ms. Y Sophany, *ICT Specialist of CCC and she also a member of ICT Working Group*.

She explained briefly of the main topics that focused on:

1. M&E App (Mobile data collection tool) , the Basics of Kobo Toolbox

- It's similar to ODK
- Customize from Kobo
- Do a data collection and reporting
- 18 question types
- Language : Khmer and English
- We can use online and offline data collection
- Many kind of report : auto report, Free Style report , Pivot , chat
- <https://ccc-digitalme.org> by: Mr. Yeng Seng, M&E Specialist

2. Digital Insight

- Focuses specifically on information flows, ICT access, usage and norms.
 - Small but deep
 - Initial step in the design process for a digital outreach/engagement campaign
 - Design of a digital tool
 - CCC use this tool for member insights
- 85% of MIs have an active internal group chat through Facebook Messenger
- Formal internal communication channels: Emails & phone calls
- 96% mobile phones and internet use and 48% smartphones for Cambodia
- 81% mobile phones and 57% smart phones during interview
- Smart phone users: 62% Android and 38% iPhone
- **Methodology:** Survey interview with 48 respondents represent to 20 member insights (MIs) by using Google Form for data interpretation and analysis.

3. Youtube 101 (practical tips for CSOs)

Techniques to publish your video contents both on YouTube and Facebook:

- 4.6 billion views of you tube of NGO
- NGOs are becoming major players in the ecosystem
- 24K plus non profits partners use our platform to do good You tube still
- important for CSOs in Cambodia to share their information
- #2 top site in Cambodia after Sabay.com.kh, followed by Kohsantepheap Daily & Khmer Note, Facebook is #11

10 Fundamentals of Creative Strategy for YouTube

https://docs.google.com/presentation/d/1OkeTdnZ17fSxF7OadowG496mw9GOZH/Guh8zYpbjiGwl/edit#slide=id.gbd4e91414bd0149_5

4. Tips on digital design for both youtube and facebook

1. Use Visual content (10% information,65% image)
2. Elements of good graphic design 90%
3. Typography (Font) English (www.font.google.com) Khmer : www.salapa/khmerfonts or www.aksorkhmer.com

4. Shapes:

- Shapes can make your design look nice
- Shapes direct the eyes to the core of the design
- Use them approximately
- Less is more, don't use too many shapes to drag you viewers eyes over the place
- it also important to make attractive to audient

5. Balancing: of light, picture, side, color, text, and shape

6. Best ways to brainstorm creative ideas

Please see the detail information in CCC website.

Session 2: Sharing the real practical of Participants and Speaker on “Social Media”

The “Social Media” was shared by Mr. Bunlong HONG, IT Officer of Media One. Before he shared his sessions; he gave the chance to participants share their practical that focused on main point to small group discussions:

1. **What kind of the contents that makes people interested?**
2. **How to create effective Facebook page and promotion**
3. **Social Media data analytic for decision making**

The consolidated result of Group Discussions

1. What kind of the contents that make people interested?

- Sort but meaning full
- Easy to understand
- Know the orient
- Attractive picture/video (cartoons)
- Clear purpose
- Sectoral achievement (focus on what is produce, case study)

2. How to create effective Facebook page and How to promote?

- Branding
- Basic information (our institute information, clear goal)
- know your audience
- posing calendar
- use picture /video/cross pose/ tag / hashtag (story of the week)

3. How to analyze data of social media for your decision making?

- balance information
- Clear source of information
- You have to verify the information before you continue posting
- True information



The “Social Media” was shared by Mr. Bunlong HONG, IT Officer of Media One. He focused on the key contents as below:

1. **Try to find only one best photo with the right caption**
2. **Reference**
3. **Try to use hashtag**
4. **sample hashtag**
5. **Try Uploading Video to Facebook (FB)**
6. **Update your About Pages**
7. **Scheduled Weekend Posts**
8. **Video live**
9. **How to promote FB content and page?**

The detailed information was hosted in CCC website.

Session 3 : Sharing the real practical of speakers on “Technology”

The “Technology” was shared by Mr. Mak Puthea, ICT4D Network Manager of Open Institute. And Bong Pheak (ICT Platform) was shared by Ms. Manickam Sunary, Project Officer of Open Institute.

Employment Service help to sharing Information of jobs to unskilled and low skilled workers in Cambodia He shared and focused on the main points:

1. ICT4D and its context in Cambodia: How ICT solve social needs?
2. **Bong Pheak (ICT Platform):** Employment Service help to sharing Information of jobs to unskilled and low skilled workers in Cambodia?

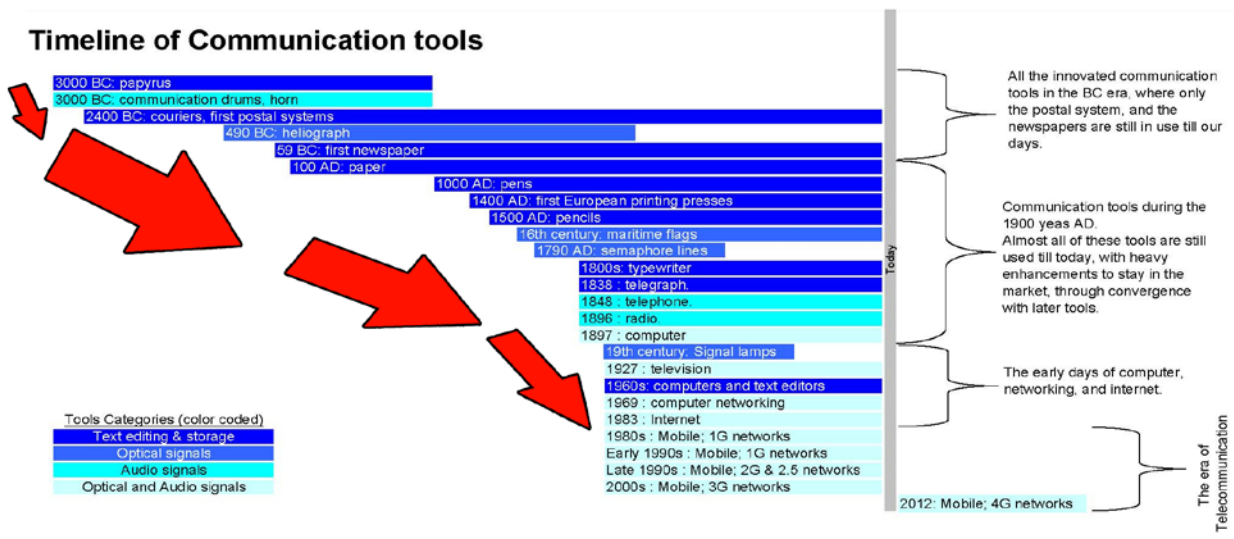
1. What is ICT4D Cambodia Network?

- A group of Inter and Local NGOs in Cambodia have been established to works on leveraging Information and Communication Technology (ICT).

2. What is ICTs?

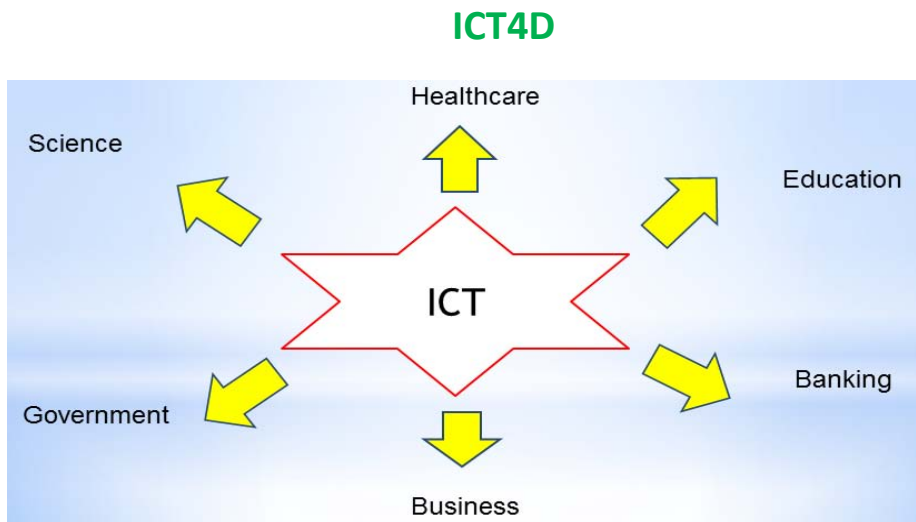
- a. ICT encompasses all communication technologies that disseminate, receive/gather or even store information.
- b. includes both OLD technologies (radio, TV, print media) and NEW technologies (mobiles, Internet, smart phone, Social networks).

3. Communication technology revolution



4. What is ICT for Development (ICT4D)?

- Stands for the use of various forms of communication technologies in development works to improve the life in developing countries; in term of “Access to” and “Skills” in the use of ICTs



❖ Mr. Mak Puthea and Ms. Manickam Sunnary continued their sessions on “**ICT4D and Bong Pheak (ICT Platform)**” (please find the detail slide presentations in website of CCC.

Session 4: Sharing experiences of participants and speaker on “How to develop ICT Policy in workplace?”

This session was shared by Ms. Ouk Raty, Chief of Party/Country Representative of IESC/CBCLO program. Before she shared her session, she gave chance to participants share their experience on “How to develop ICT policy?” by leading the question that “ Does your organization have a written ICT policy & procedure?”

If Yes?

1. What are the key contents which stated in IT policy?
2. How does your organization applied it?
3. Do you have any challenge when you applied this policy? How does your org. addressed it?



If No?

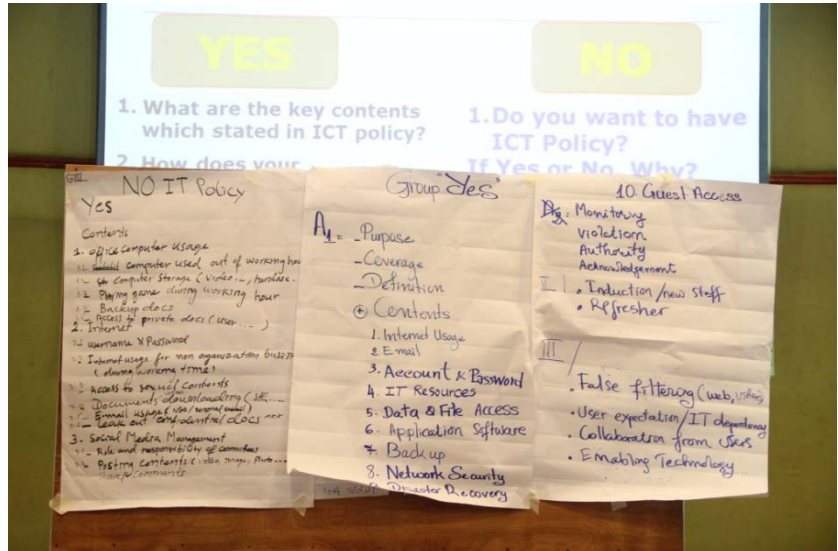
1. Do you want to have IT Policy? If Yes or No. Why?
2. What are the key contents should state in IT policy?

The consolidated the results of group sharing:

All participants wanted to have ICT policy and they shared their experiences by following the questions of speaker.

Key contents of ICT Policy

- 1) Purpose
- 2) Hard were
 - Computer usage
- 3) Soft were
 - User authorization
 - Internet usage
 - Maintenance
 - Backup procedure
 - Capacity development
 - Management system
 - Updating system
 - Filing system /storing information
 - Security protection
 - Information sharing procedure
 - Games playing
 - Assess to private information
 - Download documents/video
 - Email control
 - Social media management, posting content
- 4) Existing policy
 - a) Purpose
 - b) Coverage (Scope)
 - c) Definition
 - d) Main contents
 - e) Internet usage
 - Primary conection
 - Secondary conection
 - f) Email usage
 - Using purpose (work focusing)
 - Account and password
 - Hard were (computer, copier, printer,)
 - Data and files access (management)
 - Permission procedure
 - g) Software instalation
 - h) Backup procedure
 - i) Network security
 - j) Monitoring



- k) Auditing
- l) Authorization
- m) Revision
- n) Disclosure user
- o) Refresher training
- p) Filtering information

Challenges in applying IT policy

- Limited on Protection procedure
- Expense more budget
- Some users relainced on IT team
- Limited resources both human resource and budget

Shared by speaker: Ms. Ouk Raty (her session and IT policy sample were posted in CCC website)

She shared by focused on:

1. Overview of policy
2. General usage:
3. Password policy
4. Accessing control
5. **Secure your system from malware**
6. Backup files storage
7. **Well-written IT Policy and Procedure should highlight:**
 - General use
 - Access control
 - Information security policy violation and disciplinary action
 - Moderation of the access to social media and social networking
 - Incident management and response
 - Back up and IT Disaster Recovery Plan

Session 4: Sharing the real practical of Technology highlight on “Augmented Reality(AR)”

Mr. Uy EAR, Co-Founder and CEO of Sabay Osja shared his session by focused on the main points of **“Augmented Reality(AR)”**:

- Game Development for Mobile
- Interactive App Development
- Concept Art
- 3D Modeling
- 3D Animation
- 2D Animation
- Augmented Reality App Development



Please kindly the detail of slide presentation through CCC website

Session 5: The Selection Topic for next learning forum

The key topics which selected by participants are below:

1. **VIR, ODK and Video Animation**
2. **Recovery plan on idea, technique and tools**
3. **Server management**
4. **Best practice for collecting content and Story form field staff**
5. Website development(Website design, contents and management)
6. Video shooting
7. IT System protection from Cyber-Attack(Ransom-ware)
8. ICT service charter/ Service level agreement
9. IT system procedure and backup
10. ICT 4D and contents situation of ICT 4D implementation in Cambodia
11. Online forum

Session 6: Evaluation Results of the Learning Forum

Based on the evaluation sheet showed the overall results of the learning forum as detail below:

Topics	Very Unsatisfied (%)	Unsatisfied (%)	Normal (%)	satisfied (%)	Very satisfied (%)
Venue			6.25%	56.25%	37.50%
Logistics providing			6.25%	93.75%	
Understanding the key contents			25 %	75%	
Explanation of speakers			37.50%	62.50%	
Sharing Experience of speakers			25%	75%	
Duration		6.25%	37.50%	56.25%	

1. **The key points that the participants have captured well from the learning forum are:**

- FB management and attractive posting
- Contents of IT policy and how to compliance
- Effective FB page and Bong Pheak job
- AR and Sabay Osja
- Social Media
- How to develop IT policy
- ICT 4D

2. **The key points will be applied to improve their own skills as well as their organization's performance:**

- IT policy
- How to create effective FB page and promotion
- Communication strategy, toolkits and Planning
- Social media

3. **The key points that the participants will share with others:**

- AR and IT policy
- FB page

- Social media
 - Bong Pheak
 - FB management and content design
 -
4. **The key commented by participants to improve for the next learning forum:**
- *Topic and Explanation (should add visual aid)*
 - *Share documentation*
 - *Should share all Contents in agenda*
 - *Should one or two topic (we can manage all questions and time)*
 - *Should starting without waiting for someone coming late*

Conclusion

In generally, based on the evaluation learning forum result showed that participants appreciated and satisfied with the ICT learning forum related to the venue, logistics providing, key contents and sharing of each speakers related to their experiences. The participants have learnt a lot from the speakers and group discussion included questions from the participants. Moreover, the participants have committed to share their colleagues and apply what they learnt to improve their skill and daily performance.

Closing Remarks

The ended of the ICT Learning Forum, Ms. Sin Putheary, Head of Communications and Member Development of CCC thanks giving to all donors and ICT Working Group who supported CCC both fund and technical, and she also thanks giving to the speakers who shared their knowledge and skills as well as thankful to all CCC staff in spending value time organized this learning forum. She added that CCC will try to find to the best in updating new information to respond the market needs.

Finally, she thanks giving to more than 30 representative NGOs participants who spent their value time to attend the forum until the end, and she wished that participants will further share to others on what they have learnt today and wished all have good luck, good health and safe trip all the time when thy back home.

Annexes: Documentations

