



## CALL FOR FACILITATOR

### Seminar on Online Journalism and Social Media

1-4 June 2014, Budapest

*An opportunity for Eurodesk multipliers and young journalists/contributors to learn how to write, edit, research and promote content for the European Youth Portal*

- **Organizer:** Eurodesk Hungary
- **Date:** between 1-4th June 2014 (including travel days)
- **Venue:** Budapest, Hungary
- **Participants:** 25 participants + team

#### BACKGROUND:

The European Youth Portal offers European and national information and opportunities that are of interest to young people who are living, learning and working in Europe. It gives information, tell stories and show good practices in eight main themes - closely related to the eight fields of action of the EU youth strategy. The content covers 33 countries and is available in 27 languages. The Eurodesk network - a European network of youth mobility information - is responsible for the maintenance and content management of this website. Eurodesk national coordinators work together with different contributors: Eurodesk multipliers (youth information workers) and young journalist to provide youth-friendly, meaningful, exciting and gripping news, articles that attract and inform young Europeans. See more at [europa.eu/youth](http://europa.eu/youth)

There are many different approaches in the European network on how to find subjects, write articles, cooperate with partners, or involve young people in the editorial work. The international seminar will bring together Eurodesk coordinators, local multipliers, young journalists to learn from each other, explore various ways and tools, and develop competences in a creative and open setting. The expected outcome should be clear guidelines and useful tips for online journalism, social media management, and concrete ideas and plans for providing lively content for European Youth Portal in the future.

### AIMS AND OBJECTIVES:

The objectives of this activity are:

- to reflect on the eight main areas of the EU youth strategy from an editor's viewpoint
- to search and find possible resources of subjects, stories, interviewees relevant to the above themes
- to understand the rules, dos and don'ts of online journalism
- to examine and evaluate the impact of the different online journalism styles and genres and of different social media contents
- to explore various tools, ways, creative techniques useful for creating and managing social media content;
- to develop competences, skills necessary to work efficiently with the web
- to share good practices, learn new and innovative approaches, concepts and activities
- to provide opportunities for participants to experiment on possible relevant tools and methods and to create space for cooperation on international level.

### TARGET GROUP:

Eurodesk national coordinators, Eurodesk multipliers, youth workers active in the field of youth media, young journalists contributing to the European Youth Portal

### WORKING METHODS:

The seminar will be based on formal and non-formal education methods ( i.e. presentations, case studies, personal and group work, experiential learning, practical exercises) encouraging active participation, giving space for participants to take an active role, express themselves and share good practices.

### WORKING LANGUAGE:

The working language of the project will be English.

### PROFILE OF THE FACILITATOR:

- have knowledge and experience in online journalism,
- have experience on the topic of social media, PR, publicity,
- have an understanding of European issues, organisations and communication,
- have knowledge in international projects working with non-formal methods;
- proficient user of English language.

### RESPONSIBILITIES OF THE FACILITATOR:

- to participate in two online preparatory meetings (2x0,5 day in May 2014 - TBC);
- to keep contact with other team members till the end of the project in order to develop the programme;
- to develop the daily programme together with the team;
- to facilitate the implementation of the programme, work on the evaluation in cooperation with the team;
- to contribute to the final report of the project.

### **FACILITATOR FEES:**

280€/ day for 5 working days (1 day for preparation, 4 days implementation and evaluation)

Eurodesk Hungary is covering the facilitators' lodging and travel cost to the seminar.

### **APPLICATION PROCEDURE:**

In order to apply, candidates must submit a CV with a motivation letter and a draft programme outline with methodology.

We recommend to consult Eurodesk Hungary for more details on the aims and objectives of the seminar at the addresses given below.

Deadline for application: **22th April 2014.**

Please send the application via e-mail to Ms Ivett KARVALITS [ivett.karvalits@ncsszi.hu](mailto:ivett.karvalits@ncsszi.hu) and Mr Zsolt Gatfalvi [zsolt.gatfalvi@ncsszi.hu](mailto:zsolt.gatfalvi@ncsszi.hu).

All candidates will be informed about the final selection results.

If you have further questions, don't hesitate to contact us:

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Mr Zsolt Gatfalvi [zsolt.gatfalvi@ncsszi.hu](mailto:zsolt.gatfalvi@ncsszi.hu)

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