

Online training: Use social media for good

Are you a male student or staff member at the University of Cape Town (UCT) who is interested in learning how to use social media for good and in how to create content that will spark conversation and engagement on gender-based violence (GBV) and inclusivity at UCT and beyond?

The Office for Inclusivity and Change (OIC), in collaboration with the Department of Student Affairs, is looking for 60 male identifying students and 15 male identifying staff members from all walks of life to form part of a diverse pool of UCT OIC content creators team. This team will be trained on content creation, as well as online and in-person discussion facilitation. Interested individuals will be trained on using and creating content (posts, meme's, videos and reels) for TikTok, Facebook, YouTube, Instagram and X. All levels of social media proficiency are welcome.

Requirements:

- Be a permanent male UCT staff member
- Be a male student returning to UCT in 2025 and 2026
- Be able to commit to facilitating four discussions a year in student and staff communities
- Be able to commit to creating a minimum of eight posts per year on request from the OIC
- Be able to commit to facilitating a minimum of four online engagements (per year?)
- Own or have access to a smart phone
- Have line manager's approval (in case of staff members)

Training dates are as follows:

Student Cohort 1 (30 male students):

- Workshop 1: Tuesday, 27 August 2024, 18:00–21:00
- Workshop 2: Tuesday, 3 September 2024, 18:00–21:00

Student Cohort 2 (30 male students):

- Workshop 1: Wednesday, 28 August 2024, 18:00–21:00
- Workshop 2: Wednesday, 4 September 2024, 18:00–21:00

Staff Training (15 staff members):

- Workshop 1: Thursday, 29 August 2024, 18:00–21:00
- Workshop 2: Thursday, 5 September 2024, 18:00–21:00

Practical Sessions for All:

- Tuesday, 10 September 2024, 18:00–19:00
- Tuesday, 25 September 2024, 18:00–19:00
- Tuesday, 8 October 2024, 18:00–19:00

If you have any questions, please feel free to contact [Babalwa Gusha](#).