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Young Professional Social Media Reporters support Higher Education in Africa

11th September, 2015

Above: The Young Social Media Reporters who covered the RUFORUM AGM 2015 in Namibia

As part of its strategy to increase visibility of RUFORUM’s operations, with support from the University of Namibia, RUFORUM trained nine reporters during the recently concluded 11th Annual General Meeting (AGM) held 25-29 August 2015 in Namibia.

With the network’s growth to now 55 member universities across Africa, it is increasingly important to engage Social Media Reporters (SMRs) in each member country to promote the network’s visibility and vibrancy online. This is being done through training young African Social Media Reporters in the use of social media for reporting and documenting issues
emerging from Higher Education in Africa. Through this continued advocacy and working with our member universities, RUFORUM have trained 24 Social Media Reporters in Mozambique, Sudan, Namibia and 19 RUFORUM Staff to support this initiative.

During the opening ceremony of this training, the RUFORUM Executive Secretary Professor Adipala Ekwamu encouraged the young reporters to take this training as an opportunity to engage and network with others in the RUFORUM Network and globally. "It is my wish that after this training, you will be equipped with skills that will empower you to not only report for this Annual General Meeting but also that you will join the pool of Young Social Media Reporters to communicate about Higher Education Issues in Africa to the global community”.

The two day training was led by the Communication, Publicity and Marketing Officer at RUFORUM and nine Social Media Reporters were trained on the use of twitter to support live coverage of the RUFORUM Annual Meeting using the hashtag #NERCHEA. Prof Adipala remarked “It is my dream that we as a network are vibrant online and take advantage of the existing online platforms to engage with each other, complementing our networking events such as the AGMs and Biennial conferences among others.”

Please click here to view the profiles of the Social Media Reporters from Namibia.
Higher education for Africa*

- Africa needs to produce future leaders who will promote better governance and management in all sectors, and facilitate innovative solutions to society’s problems.
- Universities are best placed to provide the trained labour force needed as the drive for knowledge-based economies takes hold on the continent through producing more PhDs and more ‘industry-ready’ graduates.
- Postgraduate enrolment both in master’s and PhD programmes in Africa rose from 6.9 per cent of the total enrolment in 1997 to 9.3 per cent by 2014 as a result of educational reforms.

* Source: Sci Dev Net. Article: Making higher education work for Africa: Facts and figures by Irene Friesenhahn.

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Regional Universities Forum for Capacity Building in Agriculture (RUFORUM) is a dynamic regional network of 55 member universities operating in 22 countries that fosters collaboration, coordination, training and research amongst member universities. Its vision is to help build a vibrant agricultural sector. We help African universities produce high-performing graduates and high-quality research, responsive to the demands of African farmers for innovation to generate sustainable livelihoods and national economic development. To share our work, call +256-417-713-300, email communications@ruforum.org, or visit us online at www.ruforum.org or on our blog at http://blog.ruforum.org/

For additional information, photos and interviews with key delegates, contact Ms Joan Apio, Communications Publicity and Marketing Officer, below.

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