

**Community Media Empowering Program (m-Com)**  
**Grant Agreement No.: 2012-1-CY1-LE004-02370 7**  
**“m-Com” Training Outcomes - POLAND**

✓ **The subject of training**

- Working with the Media
- Writing an Effective Press Release
- Social Media

✓ **Dates and hours**

The training activities implemented from May 31th to 1th of June 2014. Total training hours – 32 (2 groups of 16 hours).

✓ **Place of training**

Training took place in Szczecin.

✓ **Learner Feedback**

**20 persons** (2 groups of 10 persons) participated in the pilot testing of the m-Com e-learning platform organized by the CIES Association in Szczecin. Both learners and facilitators were asked to provide feedback on their overall experience with the programme and on the online e-learning platform (mcom-training.aimcy.eu).

The participants were **aged between 24 to 49 years old:**

24-30 years old – 5 people

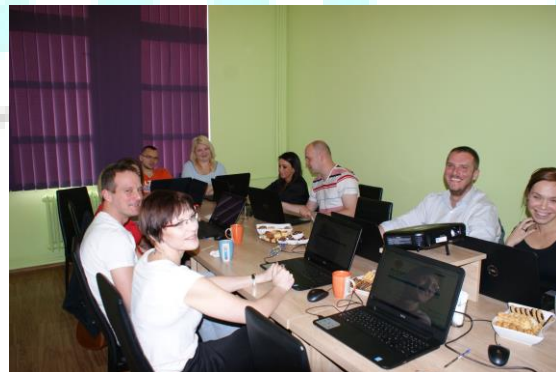
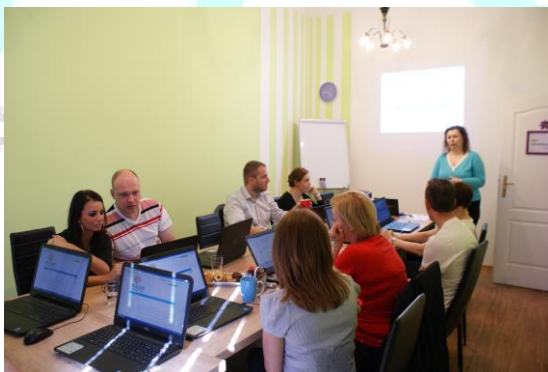
31-40 years old – 13 people

41-49 years old – 2 people

All of them worked or still work with NGOs.

**Profession:**

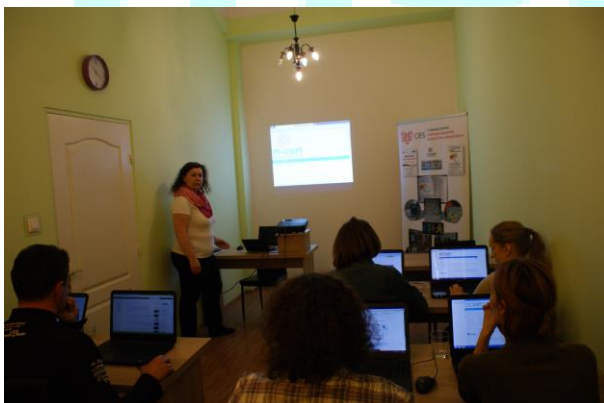
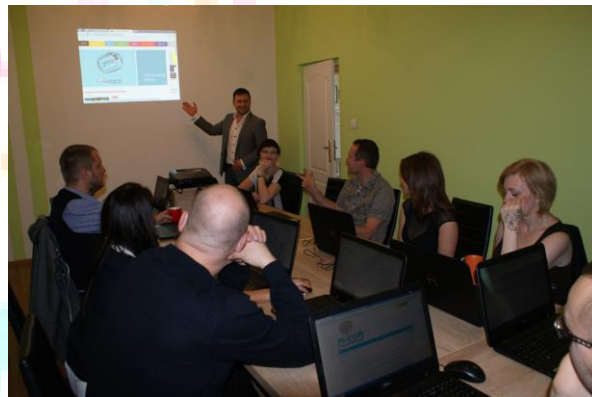
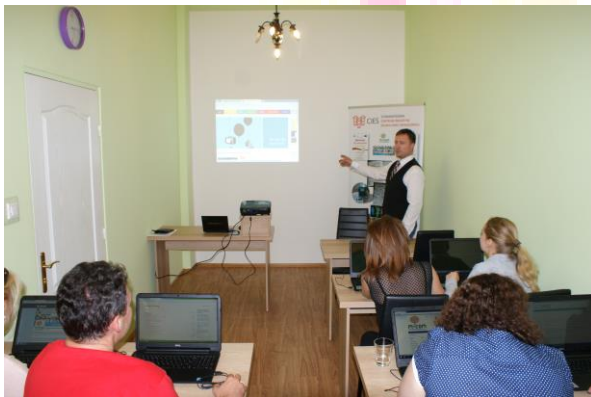
Manager; Teacher; Trainer, Office worker; Economist



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Learners said that the training was essential to enhancing their computer skills, with positive effects both personally and professionally. They warmly welcomed this initiative, feeling it both supported and encouraged acquisition and reinforcement of their ICT skills. The main aim of the training activities was the trainees to acquire knowledge and technical know-how on communication strategy, promotion and publicity. Some of their main expectations were to improve their computer skills, to improve social media skills in a way to be able to promote themselves, their organisations and their community. Generally learners said they would try to use the “m-Com” platform at home whenever they felt like reviewing what they had seen during the course. Generally learners found the pedagogic design of the e-learning platform user-friendly: learning objectives are clearly stated; contents follow a clear strategy and are helpful for reflection and review.



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✓ **Trainers’ Feedback**

The trainers say this online learning system is quite easy to use. They also feel the online e-learning platform is a rather rich and thorough contribution to innovative pedagogic efforts in the domain of community media. The trainers believe that the successfully completing online or computer-based courses, builds self-knowledge and self-confidence and encourages trainees to take responsibility for their learning. The trainers suppose that these positive outcomes will encourage further learning by participants and by all those interested in community media. They also say that this learning tool will help empower participants to more fully participate in their local communities. It will also lead to enhanced communication at a local and independent level with all forms of media. The trainers suppose that these positive outcomes will encourage further learning by participants and by all those interested in community media.

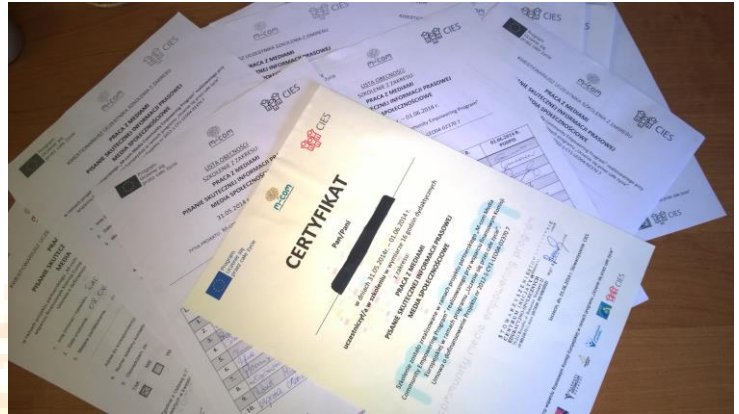


community media empowering program

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