

**Regional P2P Event No. 159:
The Second Digital Agenda Consultative Meeting
“Contemporary Dynamics in Information Sharing”**

8th of August, 2023

Via Zoom

<https://us02web.zoom.us/j/82945348055?pwd=eFMzUFZFNFh1WDRzRWlwUUY2b09qdz09>

Agenda

8th of August, 2023, Tuesday	
12:45 – 13:00	Registration of participants via Zoom Link
13:00 – 13:10	Welcome and introduction to the topic, with a brief overview of the agenda Moderator: Mr. Dino Mujanović, People-to-People Programme Manager
13:10– 13:40	Session I: Utilization of Digital Platforms for Information Sharing a. Presentation on how CSOs leverage digital platforms (websites, social media, online collaboration tools) for information sharing with stakeholders, b. Evaluation of the effectiveness and impact of different digital platforms in reaching and engaging target audiences, c. Identification and discussion of best practices and innovative approaches in utilizing digital platforms for information sharing within CSOs; Panelists: TBC
13:40 – 14:20	Session II: Impact of Social Media on CSOs and their Operating Environment a. Assessment of the influence of social media platforms on the visibility, reach, and advocacy efforts of CSOs, b. Analysis of how CSOs have utilized social media for mobilization, fundraising, and building relationships with supporters, c. Examination of the challenges and risks associated with social media use by CSOs, including issues related to privacy, disinformation, and online harassment; Panelists: TBC
14:20– 14:40	Refreshment Break
14:40 – 15:10	Session III: Building and Managing CSOs' Reputations in the Digital World a. Examination of strategies and tactics for building and managing the reputation of CSOs in the digital era,



	<p>b. Identification of key elements of a positive online reputation and strategies to mitigate reputation risks,</p> <p>c. Presentation of case studies and examples of successful reputation management practices in the digital context;</p> <p>Panelists: TBC</p>
15:10 – 15:30	<p>Wrap-up and Conclusion</p> <p>a. Recap of key points discussed in each session,</p> <p>b. Q&A session to address any remaining questions or concerns,</p> <p>c. Closing remarks and next steps;</p> <p>Moderator: Mr. Dino Mujanović, People-to-People Programme Manager</p>