

GLOB@L LIBRARIES - BULGARIA PROGRAM

Terms of Reference

Assignment: Elaboration of Advanced Lessons in Social Media for the GLB E-learning Platform

Timeframe: one month

I. BACKGROUND INFORMATION

Glob@l Libraries–Bulgaria (GLB) strives to enhance access to ICT, information, life-long learning and e-services for all Bulgarian citizens (www.glbulgaria.bg).

In 2013, GLB's training component encompasses structured training for librarians (33.5 days of full curriculum per trainee in five thematic areas), as well as support to the training for citizens along two lines: training in ICT for people with disabilities and several interactive online training modules (e-learning) open to the public as of September 2013.

The development and introduction of e-learning modules for librarians and for citizens is implemented within Milestone 3.3 of the approved Country Grant Proposal.

In line with the approved Work Plan for 2013, the PMU has been making the GLB e-learning platform more interactive by adding new online lessons to it. Among the planned lessons to be elaborated is an advanced online course in social media. It is believed that this course will support the advocacy work for public libraries and will facilitate the delivery of Web 2.0 services to library users.

II. RATIONALE FOR THE ASSIGNMENT

The Advanced Lessons in Social Media will supplement the GLB training in Thematic Area 1 (Information and Communication Technologies) and Thematic Area 5 (Advocacy, Fundraising and Project Preparation) in response to the growing usage by librarians of social media, webinars and other Web 2.0 tools, on the one hand, and the interest expressed by GLB target librarians in advancing their skills on the subject, on the other. Furthermore, the course will aid GLB librarians in their efforts to advocate for libraries and achieve sustainability of the program results.

Having researched the existing best practices in social media training and the experience of other Global Libraries grantees, the GLB Program Management Unit (PMU) envisages the following curriculum contents for the course:

Part 1: Web 2.0 General Overview and Objectives

- 1.1. Internet Development and Web Technologies. Main Ideas and Notions
- 1.2. Web 2.0 in Libraries as a Knowledge Management Tool

Part 2: Web 2.0 Services and Their Role in Modern Libraries

- 2.1. Syndication and Wiki Technologies. Wikipedia

- 2.2. Social Geo-Services
- 2.3. Photo and Video Services
- 2.4. Blogs and Social Media
- 2.5. Open E-Archives (Repositories)

Part 3: Using Web 2.0 in Libraries

- 3.1. Web 2.0 for Library Users and Library Community Management
- 3.2. Knowledge Management, Webinars, Sharing and Co-working with Documents, Crowdsourcing
- 3.3. Advertising and Advocating for Libraries via Web 2.0

III. ASSIGNMENT OBJECTIVES

- 1. Develop the content of Advanced Lessons in Social Media, as per the curriculum contents outlined in Section II above.
- 2. Import the developed lessons in an interactive format compatible with the currently available lessons into the GLB e-learning platform.

IV. TERMS FOR PROVISION OF THE SERVICES / LINES OF REPORTING

The contractor will liaise with the PMU Training Manager (TM) and the PMU Portal Specialist (PS).

The contractor will report to the PMU Training Manager.

V. SCOPE OF WORK, DELIVERABLES, DEADLINES

Within 5 calendar days of contract signature:

- Get thoroughly acquainted with the GLB e-learning platform (<http://edu.glbulgaria.bg/>) and with the printed training materials for librarians under GLB's Thematic Areas 1 and 5.
- Hold meetings with PMU representatives to discuss the assignment and the inputs to be provided by the PMU.

Within 20 calendar days of contract signature:

- Develop in full the content of the desired Advanced Lessons in Social Media and address feedback provided by the PMU.

Deliverable 1: Complete content for the Advanced Lessons in Social Media – to be approved by the Training Manager

Within 30 calendar days of contract signature:

- Import the developed lessons in an interactive format compatible with the currently available lessons into the GLB e-learning platform and address feedback provided by the PMU.

Deliverable 2: Advanced Lessons in Social Media available to trainees in the GLB e-learning platform - – to be approved by the Training Manager

VI. PAYMENT FOR THE SERVICES

The contractor shall be paid the amount as per submitted price offer for the provision of services under these TOR. 100% of the payment shall be effected upon approval by the TM of Deliverables 1 and 2.

VII. QUALIFICATIONS

- advanced knowledge of and minimum 2 years of experience with social media and Web 2.0 tools and services
- knowledge and experience in online marketing
- knowledge and experience in ICT for development
- experience in adult training design / delivery desirable
- familiarity with the Bulgarian public libraries and their activities