



Protecting Islamic and Christian Cultural Heritage in Jerusalem

DIGITAL ADVOCACY

26-27 March 2022

Lecture Program

DAY ONE:

- 9.00-9.30 Opening Remarks
- 9.30-10.30 The Heritage of Jerusalem (tangible and intangible – art, monuments, folklore, narratives, etc.) and the Need to Protect it (Yusufiyya Cemetery as Case Study)
Issa Qawasmi
- 10.30-11.30 ♦ Why Advocacy?
♦ The advocacy framework (main components of advocacy: setting goals, clarifying target audiences, identifying allies/partners, key messages)
Adnan Joulani
- 11.30-11.45 Coffee break
- 11.45-13.00 ♦ The advocacy framework, continued (message design and selection)
♦ Stakeholder analysis
♦ Channel selection
Adnan Joulani
- 13.00-14.00 Lunch
- 14.00-15.30 ♦ Putting together a campaign
♦ Timing, budget and monitoring and evaluation
Adnan Joulani

DAY TWO:

- 9.15-11.00
- ◆ What is Digital Advocacy and why use it?
 - ◆ The Digital Advocacy Toolkit (Websites, blogs, infographics, TikTok, Facebook, Twitter, Snapchat, Instagram, YouTube, Pinterest, LinkedIn, and Google+)
 - ◆ The importance of Hashtags

Ahmad Barakat

11.00-11.15 Coffee break

- 11.15-12.30
- ◆ Determine the right digital channel/platform to engage with audiences (storytelling, visualizing ideas/information, communicate/posted contents)
 - ◆ Use the right tools for designing the posts of the campaigns
 - ◆ How to publish the content on Social Media Platforms
 - ◆ Tools for video productions for the campaign content

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12.30-13.30 Lunch

- 13.30-15.00
- ◆ Digital Security
 - ◆ Fact Check (content credibility and the impact of false information about the campaign)
 - ◆ Tactics of promoting a campaign with Zero Budget

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15.00-16.00 Wrap up of the seminar

PASSIA

Speakers:

ISSA QAWASMI Jerusalemite Novelist; runs the project “Sura wa Qissa” (A Picture and a Story)

ADNAN JOULANI Communications professional and trainer. Has over 25 years of experience as a development and strategic communications professional. His experience covers advocacy and communications, public relations, journalism and reporting, and project design and management with international development organizations, Arab and international media and the private sector. Presently serves as Executive Director of Al-Saraya Center for Community Service in the Old City of Jerusalem.

AHMAD BARAKAT Digital Marketing & Transformation Consultant, speaker & trainer, Co-Founder of Go-Social. Has experience in search engine marketing (SEM), search engine optimization (SEO), web analytics, email marketing, keyword research, competitive intelligence, creative print and online design, and content management system (CMS) applications.