The Media 360° project mentors traditional players in French-speaking Africa (radio, TV and written press) in their utilisation of social networks for the purposes of disseminating all kinds of content in adapted formats so as to reach out to a younger audience. The challenge for these media undertakings is that they have to strengthen their online and social-network presence in order to gain new audiences, by developing content adapted to these platforms and by using interactivity to enrich their content.

AIM

To contribute to consolidating the presence of traditional media outlets on the internet and social networks with a view to reaching more young members of the public with suitable content.

FOR WHOM?

Managers and journalists responsible for the social networks of 15 traditional African media outlets (radio, TV or written press).

WHEN?

From July 2017 to September 2018
HOW?

- **Raising the awareness of the managers on matters relating to social networks:** after a call for applications, selecting 30 media outlets for an awareness-raising session for their managers on the use of social networks, leading to the creation of a development plan.

- **Training journalists in producing and moderating on social networks:** introducing journalists from 15 media outlets, selected after a meeting with the managers, to producing content (use of Facebook, Twitter, Instagram etc., creation of visuals and videos etc.) and verifying and publishing information on social networks.

- **Supervision and support:** implementation of lively and collaborative online platforms to maintain a link between the participants and to encourage the sharing of good practices, and coaching tailored through the passage of an expert-trainer in their writing.

- **Closing Seminar:** closing seminar bringing together managers and journalists in an African capital.

### EXPECTED RESULTS

- Development of a professional presence for traditional media on social networks, with content adapted to usage on these platforms.

- Increased interaction between the audience and the media.

- Bringing participants together within a community of skills and values allowing an exchange of good practices and collaborative projects in the long term.

---

**CFI, the French media development agency**

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business, Media and Development.

The “Media and Business” programme addresses the economic issues that have an impact on the activities of media organisations as businesses. The programme contributes to the consolidation of business models and training, particularly for young talents, with the aim of enabling financial autonomy and thereby encouraging editorial independence.

**Contact**

Henrike HIRNSTEIN / Project Manager
Tel: +33 (0)1 40 62 32 79 / hhn@cfi.fr