TRAINING TITLE	SHORT COURSE ON MANAGING GOVERNMENT WEBSITE CONTENT MANAGEMENT SYSTEMS

SYNOPSIS/BACKGROUND

Institution website serves as a trusted source of accurate and reliable information for the public. It is the primary platform where citizens access up-to-date details on policies, services, regulations, and news. As a key communication tool, the website ensures transparency, promotes trust, and provides easy access to essential resources. By adhering to strict standards for accuracy, accessibility, and timeliness, government's institution websites play a vital role in fostering informed decision-making, supporting civic engagement, and maintaining accountability.

Mzumbe University is certified by e-Government Authority (e-GA) to offer training on managing contents on government's websites Content Management Systems(CMS), In this regard, the university has designed short course for the current and newly employed officers who are responsible for managing contents on government websites. Participants will gain essential skills in navigating and utilizing the Content Management System (CMS) to effectively update, organize, and maintain website content. The course covers best practices for content creation, accessibility, and ensuring compliance with government standards. By the end of the course, officers will be equipped to manage website content efficiently, ensuring accurate and up-to-date information is available to the public.

EXPECTED OUTPUT

Upon completion of this course, participants will be able to:

- Understand the core concepts of a CMS and its benefits.
- Navigate and use the CMS interface effectively.
- Create, edit, format, and publish different types of website content (text, images, videos).
- Manage website structure and navigation.
- Understand basic SEO principles for content optimization.
- Implement basic security and maintenance best practices.
- Prepare contents for websites
- Available Guidelines for managing Government websites

WHO SHOULD ENROL?

Individuals responsible for creating, editing, and managing website contents including:

- Public Relations Officers (PRO)
- ICT Officers (ICTO)
- Corporate Marketing Officers
- Multimedia Officers
- Any other Officer responsible in creation, preparation and managing CMS contents

LEARNING OUTCOMES

Upon completion of this course, participants will be able to:

- Understand the core concepts of a CMS and its benefits.
- Navigate and use the CMS interface effectively.
- Posting news, announcements and press releases on CMS.
- Create, edit, format, and publish different types of website content (text, images, videos).
- Manage website structure and navigation.
- Implement basic security and maintenance best practices.
- Prepare and upload various documents on CMS including policies, acts and guidelines.
- Prepare contents for websites
- Understand available guidelines and standards for managing government websites.
- Managing users of CMS

COURSE CONTENTS

Module 1:Website Contents Preparations -Writing for Web

Module 2: Guidelines for Managing Government Websites

Module 3: CMS Interface and Features

Module 4: CMS Pages

Module 5: CMS Navigation System

Module 6: Posting News, Events and Announcements on CMS

Module 7: Managing Documents on CMS

Module 8: Managing Galleries on CMS

Module 9: Managing Links

Module 10: Creating and Managing Staff Profiles

Module 11: CMS Users and SEO

Module 12: CMS Security, Help and Support

Module 7: Customization and Extending Functionality of Your Current CMS

METHODOLOGY

- **Lectures and Presentations:** Covering the core concepts and principles.
- **Live Demonstrations:** Showing how to perform tasks within the CMS.
- **Hands-on Exercises:** Providing participants with opportunities to practice using the CMS.

- **Q&A Sessions:** Addressing participant questions and concerns.

Assessment:

- **Hands-on Exercises:** Evaluating participants' ability to perform tasks within the CMS.

Materials:

- Course Contents.
- Presentation slides.
- Handouts with step-by-step instructions.
- Access to website Training Environment.
- Mwongozo wa Kusimamia na Kuendesha Tovuti za Serikali.

DATES AND LOCATION OF THE TRAINING

First Batch of This training will be held in Morogoro from April 21 – 25, 2025.
Second Batch of This training will be held in Morogoro from May 25 – 30, 2025.

COURSE FEES AND MODE OF PAYMENT

The training fee for this course is TZS 800,000 per participant (or TZS 650,000 per participant for two or more participants coming from the same organization). The fee will cover facilitation, training material, breakfast, lunch, evening tea and certificates of attendance. All payments should be made to the following bank account: -

BANK: CRDB BANK PLC
BRANCH: MZUMBE BRANCH
ACCOUNT NAME: MU SHORT COURSE AND CONSULTANCY
ACCOUNT NUMBER: 01J1076853301

*Kindly indicate the name of the participant, contacts and the organization in the description of the depositing slips. Course fees must be paid in full prior to course start dates. **Proof of payment can be submitted to joseph.kiphizi@mu.ac.tz***

FACILITATORS

The course will adopt the use of discussions and direct lectures as the delivering techniques among others. The key facilitators to the event will be: -

1. **Joseph Z Kiphizi**
   The Facilitator, Mzumbe University
2. **Alexander Benedictor**
   The Facilitator, Mzumbe University

REGISTRATION AND ENQUIRES

Click the Link below to Register Attending this Course:
https://forms.gle/2sKsTSZmV6yYEZPY9

For any further information, request for invoices or any other clarifications, do not hesitate to contact the following person: -

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