



**Telecommunication  
Development Bureau (BDT)**

Ref. BDT/PKM/HCB/DM 485

Geneva, 6 October 2014

To:

- ITU Administrations
- Telecommunication Regulators
- ITU-D Sector Members  
in ASEAN Member Countries

Subject: **ITU - ASEAN Forum on Social Media: Trends, Opportunities, Policy and Regulatory Challenges - 16-17 December 2014, Jakarta, Indonesia**

Dear Sir/Madam,

I am pleased to invite you to participate in the **ITU - ASEAN Forum on Social Media: Trends, Opportunities, Policy and Regulatory Challenges** that will be held on 16-17 December 2014 in Jakarta, Indonesia. The Forum is jointly organized by the International Telecommunication Union (ITU) and ASEAN, with support from the Ministry of Communications and Multimedia and the Malaysian Communications and Multimedia Commission.

The objective of the Forum is to provide a platform for:

- (i) sharing existing policies, practices, various issues and challenges being faced within the ASEAN on social media utilization in the public sector,
- (ii) exchanging views on the changing mandates of ICT regulators to address the challenges posed by social media and
- (iii) exploring the possibility of establishing a policy framework in social media utilization by public administrations in ASEAN, informed by international best practices.

Please find enclosed herewith the provisional programme of the Forum (Annex 1) for your reference. Additional information including the updated agenda, registration and request for fellowship forms, as well as related information for participants are available at the Forum website: <http://www.itu.int/en/ITU-D/Regional-Presence/AsiaPacific/Pages/Events/2014/December-SocialMedia/home.aspx>.

To register for the Forum, participants are requested to fill in and send the registration form by email directly to Mr. Andreas Christiono ([andreas.christiono@itu.int](mailto:andreas.christiono@itu.int)) by not later than **28 November 2014**.

I am pleased to inform you that, subject to the availability of funds, ITU will provide one full fellowship per eligible ASEAN member country. If interested, please complete the fellowship form duly signed by the designated official of your respective Administration and return it no later than **28 November 2014**.

Ms. Aurora A. Rubio, Head of ITU Area Office for South East Asia ([aurora.rubio@itu.int](mailto:aurora.rubio@itu.int)) is at your disposal should you have any question regarding the event.

I look forward to your active participation in this important Forum.

Yours faithfully,



Brahima Sanou  
Director

Annex 1: Provisional Programme



## ITU - ASEAN Forum on Social Media: Trends, Opportunities, Policy and Regulatory Challenges

16-17 December 2014  
The ASEAN Secretariat Building  
Jakarta, Indonesia

### Draft Agenda

16 December 2014 (Day 1)	
08:30-09:00	<b>REGISTRATION</b>
09:00-09:15	<b>Opening Session</b> <ul style="list-style-type: none"><li>- International Telecommunication Union</li><li>- Malaysian Communications and Multimedia Commission</li><li>- Ministry of Communications and Multimedia, Malaysia</li></ul>
09:15-09:30	<b>Group Photo and COFFEE BREAK</b>
09:30-11:00	<b>Session 1: <i>Promoting confidence, safety and positive use of social media</i></b>  Topics: <ul style="list-style-type: none"><li>• General Tools and Strategies</li><li>• Online Ethics: Delivering the right message to the right people at the right time in the right way</li></ul>
11:00-12:30	<b>Session 2: <i>Confronting the social media regulatory challenge</i></b>  Topics: <ul style="list-style-type: none"><li>• Changing mandates of ICT regulators to address the challenges posed by social media</li><li>• The 4<sup>th</sup> Generation Regulator</li><li>• Self-regulation, co-regulation, cross sector regulation: Modes and Models</li></ul>
12:30-14:00	<b>LUNCH BREAK</b>
14:00-15:30	<b>Session 3: <i>Draft ITU Report on national policy and practices in public sector utilization of social media</i></b>  Speaker: Mr. Alan G. Alegre

	Break-out discussions on the findings and recommendations from the Report
15:30-15:45	<b>COFFEE BREAK</b>
15:45-17:00	<p><b>Session 3: Draft ITU Report on national policy and practices in public sector social media utilization (Con't)</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Presentation of outcomes of the breakout session</li> <li>• Possible policy framework in social media utilization by public administrations in ASEAN countries?</li> </ul>
<b>17 December 2014 (Day 2)</b>	
09:00-10:30	<p><b>Session 4: The telecommunication/ICT policy makers' and regulators's perspectives of Social Media</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Understanding the social media landscape for policy purposes</li> <li>• Role of social media within the regulatory environment</li> <li>• Legal and policy issues raised by social media</li> </ul>
10:30-10:45	<b>COFFEE BREAK</b>
10:45-12:00	<p><b>Session 5: Impact of Social Media on public sector organizations</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• How can government take advantage of the social media to engage citizens?</li> <li>• Policy/legislative frameworks and institutions set up</li> <li>• Overcoming internal and external barriers</li> </ul>
12:00-13:30	<b>LUNCH BREAK</b>
13:30-15:00	<p><b>Session 6: Current policies, practices and promotion on social media in Industry and Regional/International Organizations</b></p> <p><b>Topics:</b></p> <ul style="list-style-type: none"> <li>• Country Presentation</li> <li>• Industry Presentation</li> <li>• Regional/International Organization Presentation</li> </ul>
15:00-15:15	<b>COFFEE BREAK</b>
15:15-16:15	<b>Session 7: Panel Discussion: ASEAN Policy Framework on public sector social media utilization: Moving Forward</b>
16:15-16:30	<b>Closing Session</b>