

The new IFRTD website

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Background

- IFRTD Editor and Communications Co-ordinator is modernising website to reach out audiences more effectively
- New design uses elements of websites of other similar organisations
- Some innovations such as Facebook, Twitter, YouTube and Flickr introduced.
- Feedback from Secretariat and membership important
- Uniform approach but caring for differences
- Final version to be launched after ECM 2009

The new website

<http://ifrtd.gn.apc.org/test2/home.php>



Some innovations

- Flickr

Website where photo images can be stored for easy sharing

www.flickr.com/photos/ifrtd



Some innovations

- YouTube

Website where videos can be stored for access for all

www.youtube.com/ifrtd



Some innovations

- Twitter

Micro-blogging site where individuals/organisations can write short messages to let others know about activities

www.twitter.com/ifrtd

Some innovations

- Facebook

Social networking site where IFRTD can promote its work and reach out other audiences

<http://www.facebook.com/home.php>?

To make this work

- Active involvement and contributions from members
- Leadership from Secretariat

Thanks

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