

**Nelly Abboud**  
**Regional Coordinator Middle East & Maghreb**  
**Social Media Coordinator**

**CECA REPORT 2020 / 2021**

1. **SOCIAL MEDIA**

**Facebook:** <https://www.facebook.com/icomceca/>

**Twitter:** @icom\_ceca (I suspended the other twitter account, @icom-ceca inactive since 2015)

**Instagram:** @icomceca network.icom.museum/ceca/L/1/

- Communicating regularly with followers on Instagram.
- Including news from other members and museum professionals from all over the globe and posting it as a story or a post on CECA Instagram account.
- Ensuring a regular posting on all 3 social media platforms: Facebook, Twitter and Instagram.
- Promoting CECA, its projects and its team members.
- Ensuring that posting is done by ICOM 3 official languages: EN, FR, SP.
- Promoting CECA GA 2021 on all social media platforms.
- Maintaining a regular communication with CECA followers on all social media platforms.
- Response rate on Facebook: 60% response rate - maximum 7 hours' response time.
- Promoting other CECA committee's events by adding weekly different stories on CECA Instagram account.
- Posting 3 types of news: General ICOM|CECA information (definitions, board members, ...), yearly event news (BP, ICOM & CECA GA, Young Grants, ICOM General Conferences, ...), and special events news (webinars, conferences, museums news, ...)
- Creating an identity for the social media pages.
- Ensure that social media pages are accessible to all members.
- Creating a page for CECA Middle East & Maghreb, posting mainly in Arabic, in order to communicate with the audience of this region using their own language: <https://www.facebook.com/cecamena/>.

- Retrieving CECA Youtube Channel, **icomceca**, and Uploading new videos related to CECA news and member's participation.
2. **CECA GENERAL ASSEMBLY 2021**
- Assist in the registration procedure by promoting it on all social media platforms.



Committee for Education and Cultural Action (ICOM-CECA)

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The CECA Board is pleased to announce that this year the CECA General Meeting will take place online via Zoom on Saturday, December 11th at 3:00 pm Paris, GMT+2.

Last year was our first virtual CECA General Meeting. And, as many of you know, running a large, online convening poses real technical challenges.

Please register as soon as possible to reserve your space.

We thank you in advance for your patience and understanding as we work to conduct a successful and effective virtual CECA General Meeting.

To register for the 2021 CECA General Meeting complete the Google Form below no later than November 29th, 2021.

If you have any questions, please email us at [icomceca@gmail.com](mailto:icomceca@gmail.com) using the subject "CECA General Meeting".

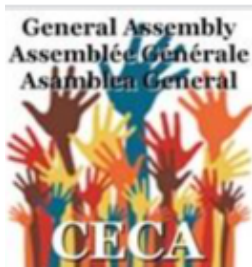
We look forward to connecting with you at the General Meeting!

<https://ceca.mini.icom.museum/conf.../general-assembly-2020/>

[#icomofficiel](#)

[#icomceca](#)

[#GA2021](#)



CECA.MINI.ICOM.MUSEUM

### General Assembly 2021 - ICOM CECA

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155  
People reached

9  
Engagements

–  
Distribution score

**Boost post**

### 3. CECA YOUNG TRAVEL GRANT

- Jury Member.
- Posting the results on CECA social media platforms.

### 4. Regional Talks

- Participation in an Arab Regional Conference on Museum Post COVID19 as a keynote speaker representing CECA.

CECA

ICOM المنظمة العربية للمتاحف

APTees  
في إطار مشروع

## متحفيات

تتظم مؤسسة APTees  
بالشراكة مع المنظمة العربية للمتاحف "الأيكوم العربي"  
واللجنة الدولية للتعليم والعمل الثقافي CECA

الملتقى العربي الرابع حول: التربية المتحفية ما بعد كوفيد 19  
التاريخ 21 فيفري 2021 على الساعة 10 صباحا بتوقيت فرنسا

أ. أسماء بن يحيى  
محافظة وبراحة تراث ثقافي  
رئيسة مصلحة شقاعات البحث  
بمختلف بلديات الجزائر

أ. د. لطفي بلعوضات  
مدير دائرة التنمية المتحفية  
بالمعهد الوطني للتراث بتونس

أ. عبد الحفيظ فوج المسلاوي  
خبير فني في وحدة الآثار  
بمركز الخبرة الفخارية والبحوث لبيبا

أ. هانا أرشد  
مستشارة البرامج التعليمية  
في المتحف الماسحليبي

د. عاتكة العاربي-فنية  
المحرر العام  
المتحف الفلسطيني

أ. بلقيس عيود  
مستشارة البرامج  
بمركز الفنون الأوسط  
والمغرب العربي  
لجنة الأيكوم CECA

Prof. Marie-Clotilde O'Neill  
رئيسة لجنة الأيكوم  
CECA

د. لمياء الفارسي  
أمنية عامة  
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5. **Regional Coordinator | Middle East & Maghreb**

Several countries in the Middle East and Maghreb area do not have any ICOM National Committees and therefore the number of ICOM and CECA members in these countries is low.

The situation in many of the MENA countries is not stable on humanitarian, sanitarian and security levels thus making it hard to plan for any future plans. But despite these challenges, I will do my best to focus more in the future on the representation of ICOM in these countries especially that ICOM Dubai is bidding to host the next ICOM GA for 2025.

The next step would be updating the member's database and to communicate with the museum professionals all over the region.

At last, I will help as much as possible to create ICOM National committees in countries where there is none.

6. **MORE ...**

Member of the Special Interest Group - SIG2 Professional Development of Museum Educators | Coordinator: Wencke Maderbacher – CECA Europe Regional Coordinator.