

## **The Training Center for African Journalists (CAFJ)**

The Training Center for African Journalists (CAFJ), inaugurated on March 26, 2015 in Rabat in the presence of Directors General of several African news agencies including members of the Executive Council of the Atlantic Federation of African Press Agencies (FAAPA) chaired by the Director General of the Moroccan News Agency (MAP), Mr. Khalil Hashimi Idrissi.

The center, which is a pedagogical space dedicated to the training of journalists and non-journalists, aims to meet the needs of African News Agencies in terms of training and access to the whole of Africa by becoming a reference .

The CAFJ annually hosts about sixty journalists from all African news agencies, members of the FAAPA, within the framework of three sessions (fall, winter and spring). It provides them with a complete multimedia technical infrastructure meeting international standards recommended and a high quality coaching provided by expert instructors.



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**Program of the seminar**  
**“Writing and optimizing its visibility on the web for journalists”**  
**CAFJ Rabat - April, 2015**

**Objective of the training seminar**

- Understand the constraints of writing for the web.
- Mastering the techniques of optimization for search engines (SEO).
- Identify opportunities loyalty and visibility of development on the Web through social media (Twitter, Facebook, ...).