USING SOCIAL MEDIA TO ADDRESS YOUTH WORK'S CHALLENGES

Joint

Co-funded by the
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ABOUT THE TOOLBOX AND THE PROJECT

THIS TOOLBOX WAS DEVELOPED DURING THE PROJECT “TIKTOK…TIME FOR STORIES”, FUNDED BY THE ERASMUS+ PROGRAMME OF THE EUROPEAN COMMISSION (2020-2-IT03-KA105-019384).

THE PROJECT AIMED AT CREATING COMMUNICATION TOOLS AND STRATEGIES USEFUL FOR THOSE YOUTH WORKERS AND ORGANIZATIONS THAT WANT TO USE SOCIAL MEDIA AS TOOLS TO ACTIVELY INVOLVE YOUNG PEOPLE – ESPECIALLY THOSE WITH FEWER OPPORTUNITIES – IN SOCIAL AND EDUCATIVE ACTIVITIES.

TO ACHIEVE THIS GOAL, WE IMPLEMENTED A YOUTH EXCHANGE AND A TRAINING COURSE. THE FORMER AIMED AT ANALYZING, TOGETHER WITH A GROUP OF TEENAGERS, THE WAY IN WHICH THEY THEMSELVES USE SOCIAL MEDIA AND THE KIND OF NARRATIONS THEY USE. THE LATTER, INSTEAD, BUILDING ON THE INFORMATION COLLECTED DURING THE YOUTH EXCHANGE, AIMED AT PROVIDING YOUTH WORKERS AND TEACHERS WITH TOOLS TO CREATE PARTICIPATORY AND EFFECTIVE SOCIAL MEDIA CAMPAIGNS, TARGETING YOUNG PEOPLE.

THIS TOOLBOX AIMS AT DISSEMINATING THE RESULTS OF THE PROJECT, AS WELL AS THE METHODOLOGIES USED DURING THE TRAINING COURSE, MAKING THEM AVAILABLE TO A WIDER AUDIENCE OF PEOPLE INTERESTED BOTH AT DEVELOPING SOCIAL MEDIA CAMPAIGNS WITH AND FOR YOUNG PEOPLE, AND TO IMPLEMENT PROJECTS ON SIMILAR TOPICS.

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YOUNG PEOPLE'S USE OF SOCIAL MEDIA

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SOCIAL MEDIA IN THE WORLD AND EUROPE

is a big part of **social and creative** life for many people, and especially for teenagers, children and young people.

is a key tool for connecting and maintaining relationships, being creative, and learning more about the world

1.2 BILLION

3 BILLION

1 BILLION

active users

"4.2 BILLION (53.6%)

2H25MINUTES"

"79%

can you guess the gender distribution?

43.4%

49.3%

43%

57%

Young people (14-22 years-old) are the main consumers and users of social media worldwide.

93%

The internet and social media in particular, play **a ubiquitous role in young people's lives** and is used by young people **more often** and for **more diverse reasons** than by any other age group

preferred platforms?

79%

94%

narratives of young people on social media

which social media satisfy these needs?

visual culture

in the cyberspace, **communication is driven by visuality**. The new culture is image-based and way less text-based.

video culture

...and it's way more video-based than imagd-based. Video has come to rule the social media landscape. It’s a richer form of content than just text or photos and it’s **more versatile** as well.

MORE OFTEN THAN ANY OTHER GROUP

31.2% 18-24 YEARS OLD

31% 14-17 YEARS OLD

3H30MINUTES

9HOURS

gender distribution?

FOR MORE DIVERSE REASONS

SOCIAL MEDIA ARE **AN EXTENSION OF YOUNG PEOPLE OFFLINE AND FACE-TO-FACE INTERACTIONS**

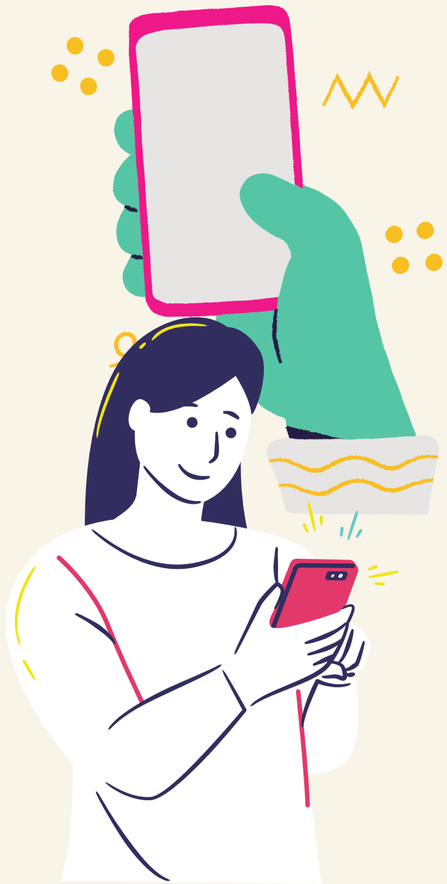
THERE ARE **3 MAIN REASONS** WHY YOUNG PEOPLE USE SOCIAL MEDIA NOWADAYS.

HAVE FUN/ENTERTAINEMENT

SHARE THEIR INTERESTS

FIND INFORMATION/EDUCATE THEMSELVES

HAVE FUN/ENTERTAINMENT



Young people show more interest in **getting entertained** than to use social media to connect and stay in touch.

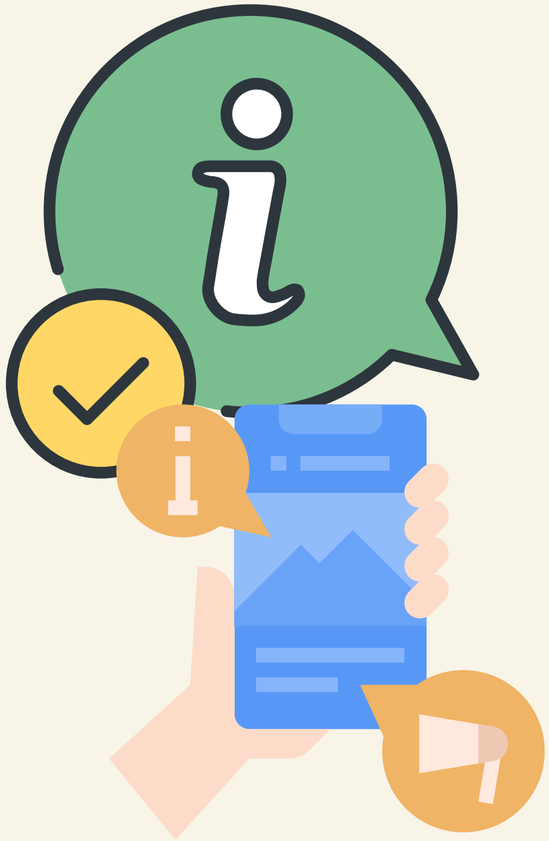
The creators should give them **entertaining content** that is not directly related to what they offer.

SHARE THEIR INTERESTS

Young people are becoming more **individualistic** and **extroverted** in the way they approach social media.

The creators should keep in mind that any experience on social media is **user-based: their needs, their fears, their epectations**

FIND INFORMATION/EDUCATE THEMSELVES

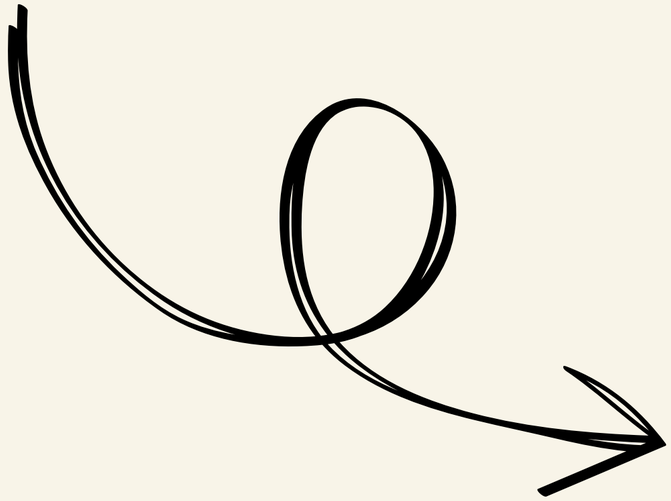


Young people seek any kind of information on the internet, and also on social media.

TikTok is little by little replacing YouTube as **source of information** about any topic.

The creators should keep up this trustworthy environment and use social media to deliver **true and authentic information**.

MORE CONSCIOUS ABOUT HOW SOCIAL MEDIA AFFECT THEIR LIFE



how do social media affect young people life?

POSITIVE AND NEGATIVE EFFECTS

activity

world cafe

30/40 mn

IN SMALL GROUPS, LET'S HAVE A TALK ABOUT THE **POSITIVE AND NEGATIVE EFFECTS** (IN YOUR OPINION) OF SOCIAL MEDIA ON YOUNG PEOPLE GIVEN SPECIFIC TOPICS

negative effects

Emotional state: Low self-esteem, insecurity, fear of missing out, cyberbullying, body-shaming, self-absorption, depression and anxiety, procrastination and distraction

Information: being exposed to inappropriate or upsetting content, and fake news, overload of information

Physical state: lack of sleep or bad sleep, isolation, lack of physical activity, addiction

low self-esteem/insecurity

Inadequacy about your life or appearance. Even if you know that images you're viewing on social media are manipulated, they can still make you feel insecure about how you look or what's going on in your own life.

FOMO

feelings that others are having more fun or living better lives than you are. The idea that you're missing out on certain things can impact your self-esteem, trigger anxiety, and fuel even greater social media use

cyberbullying/body-shaming

About 10% of teens report being bullied on social media and many other users are subjected to **offensive comments**. Social media platforms can be hotspots for spreading **hurtful rumors, lies, and abuse** that can leave lasting emotional scars.

self-absorption

Sharing endless selfies and all your innermost thoughts on social media can create an **unhealthy self-centeredness and distance you from real-life connections**.

isolation

a high usage of Facebook, Snapchat, and Instagram **increases** rather decreases **feelings of loneliness**.

depression

Human beings need face-to-face contact to be mentally healthy. **Nothing reduces stress and boosts your mood faster or more effectively than eye-to-eye contact with someone who cares about you**. The more you prioritize social media interaction over in-person relationships, the more you're at risk for developing or exacerbating mood disorders such as anxiety and depression.

anxiety

Whenever we're in a social situation and feel anxious, awkward, or lonely, **we turn to our phones and log on to social media.**

lack of sleep or bad sleep

Check social media last thing at night, first thing in the morning, or even when you wake up in the night? The light from phones and other devices can disrupt sleep, which in turn can have a serious impact on mental health.

lack of physical activity

scrolling social media on their phones or other devices meant that teens **sat for longer periods of time and had less time for exercise**. As a result, they missed out on the beneficial impact of exercise on mental health.

information

social platforms can also encourage the spread of **wrong information and news** majorly aimed at ruining other peoples' names or online reputation

upsetting contents

like mean, aggressive, violent or sexual comments or images

overload of information

Social media content overload refers to a scenario when **there's way too much information about one particular item** on the internet. Most of this information is irrelevant and may even pose some negative effects to social media users.

positive effects

MENTAL HEALTH AND WELLBEING: REMOVING BOUNDARIES TO DEVELOP CONNECTIONS, STRENGTHEN RELATIONSHIPS, A PLACE TO SEEK SUPPORT, EXPERIENCING FREEDOM AND PERSONAL EXPRESSION, BUILDING RELATIONSHIPS

INFORMATION: COLLABORATIVE LEARNING, DIGITAL MEDIA LITERACY, CAMPAIGNING FOR SOCIAL GOOD, DEVELOP A POSITIVE DIGITAL FOOTPRINT, GATHERING INFORMATION

PBS

broaden connections and understanding the world

young people can **learn and appreciate different perspectives** and worldviews to better understand the world around them and build up their knowledge on a range of topics. With so many ideas shared across a number of platforms, they can **discover areas of interest** and use the platforms in an **educational capacit**y.

digital media literacy

Develop **communication and technical skills**, learn how to communicate online to prepare them for future opportunities in the workplace and support them in interacting with friends and family

removing boundaries to develop connecitons

Social media removes the boundaries of **meeting and maintaining people and forming bonds beyond borders**. For example, for young people who may have a disability or may not feel they can connect with others within their community, it can be a great way to connect with other people who share their ideas and interests.

strengthen relationships

Having access to family members who may live miles apart of friends who have moved from a local area can help **maintain relationships and allow them to stay in touch and share their lives with ease.**

positive digital footprint

Young people can also use their accounts as **bespoke CVs** to share their achievements, showcase their talents and build a positive online portfolio that can benefit them in later life.

a place to seek support

social media can be a place where they can seek support if they are going through something that they cannot talk to those close to them about.

campaigning for social good

Social media can help young people raise awareness of a particular cause that they are interested in to have a real-world impact on affecting change where they want to see it.

freedom and personal expression

Digital technology is the perfect tool for channeling creativity and personal expression. Whether young people enjoy singing, writing, or acting, they can share these talents with the world around them.

gathering information

Social media has become a source of information and news for many teens. Once they begin social networking, they can follow just about anyone with a social media account. From authors and athletes to celebrities, chefs, nonprofit organizations, and magazines, **they are connected to all sorts of information.**

collaborative learning

collaborative learning capitalises on the resources and skills of others as a method of education

building relationships

young people believe social media helps deepen friendships and are more likely to equate their social media use with positive emotions.

thanks for participating!

INTRODUCTION TO SOCIAL MEDIA

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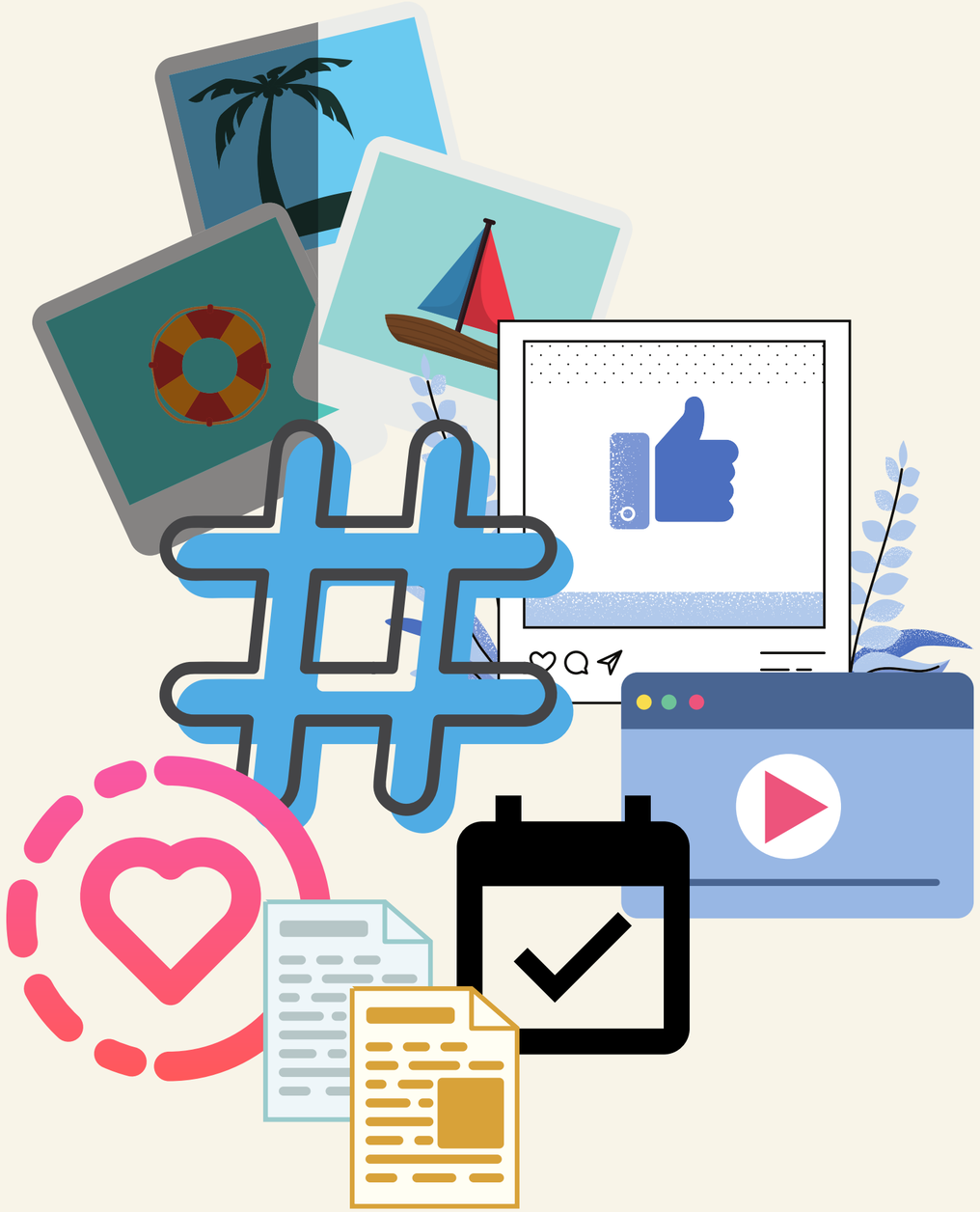
group activity

link formats to social media



formats

reel

full-screen vertical videos that can be up to 90 seconds long. They come with many unique editing tools and an extensive library of audio tracks

post

a **message**, such as text or photos, or a combination of the two

story

a function in which the user tells a narrative or provides status messages and information in the form of **short, time-limited clips** from several automatically running sequences

live

a feature that lets you **live stream, or broadcast video** to your followers in real-time

formats

video

a **video** of variuos length that is usually framed horizontally

event

a tool that allows users and business pages to create **dedicated landing pages** for their events

guide

a **curated collection of existing Instagram posts** accompanied by descriptions, commentary, recipes, similar to blog posts (place, product, or chosen collection of posts)

fundraiser

a tool through which users and pages can raise money for the causes they care about

formats

story-highlight

categorized Stories that have been saved to a user's profile so they are accessed beyond the 24 hours from posting.

tiktok

vertical-framed videos that can last 15s, 30s, 60s, 3m, or 10m and pertain only to TikTok for the variety of features that distinguish the app

SOCIAL MEDIA

is a big part of **social and creative life** for many people, and especially for teenagers, children and young people.

is a key tool for **connecting and maintaining relationships**, being creative, and **learning** more about the world

what is social media?

4.2 BILLION (53.6%) OF USERS IN THE WORLD

79% OF PEOPLE IN EUROPE USE SOCIAL MEDIA ACTIVELY

2H25MINUTES SPENT DAILY ON SM

Social media is an **internet-based** form of **communication.**

allow users to **have conversations, share information and create web content**

blogs, micro-blogs, wikis, social networking sites, photo-sharing, instant messaging, video-sharing sites, podcasts, and more

social media can be a **valuable addition to a communications strategy**

is it useful to have social media?

On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained.

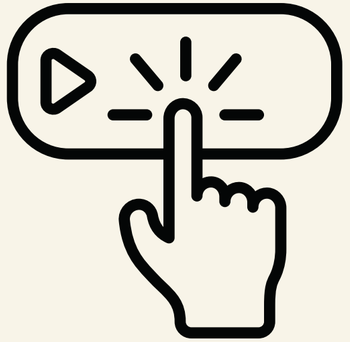
On a professional level, you can use social media to **broaden your knowledge** in a particular field and build your professional network by connecting with other professionals in your industry.

At the company level, social media allows you to **have a conversation with your audience**, **gain user feedback**, and **elevate your brand.**

is it useful for an organisation to have social media?

communicate, interact, build **relationships**, grow **communities** with like-minded people, bring people together, share **passions and interests**, build connections

let people know about your reality, bring **awareness**, share your values, show-off your work to attract users, find your **niche**, get people care about your mission



educate, inspire, entertain your public on the topics and values that define your reality

social media explained

facebook

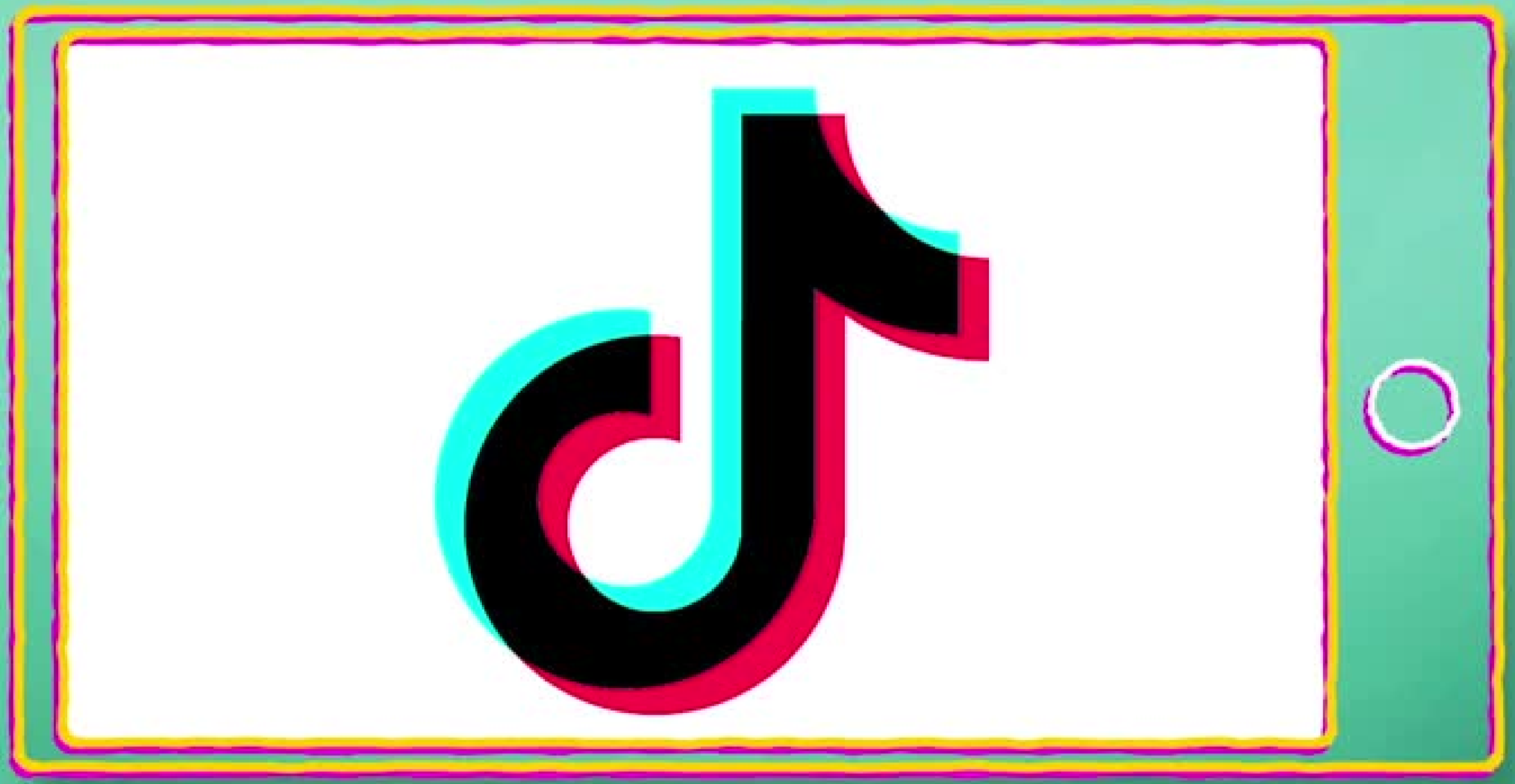
a free **social networking web platform** and app that promotes and facilitates **interaction** between friends, family and colleagues.

Instagram

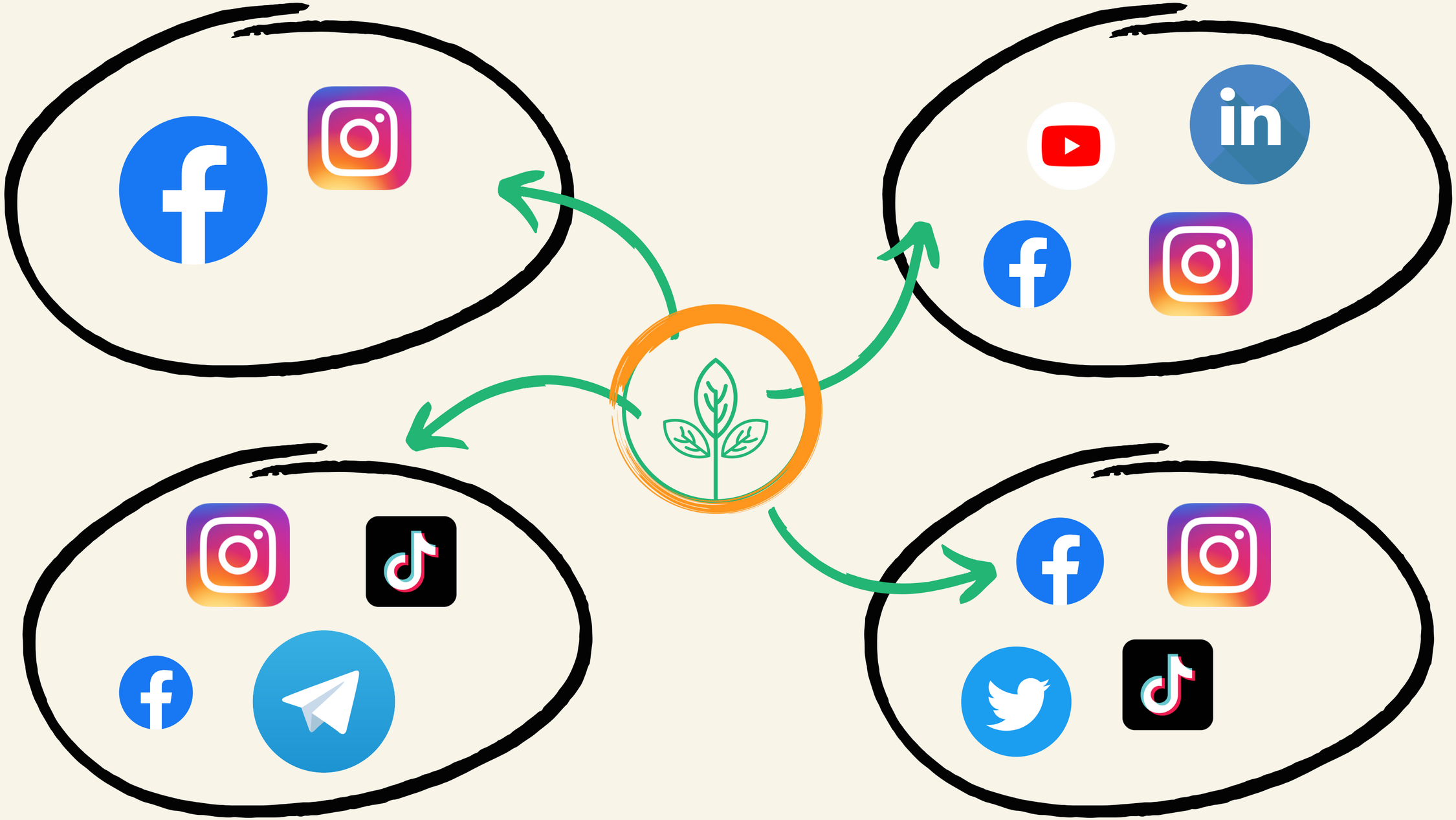
a free **online photo&video-sharing application and social network platform** that allows users to edit and upload photos and short videos

TikTok

a free **short-live video sharing app** that allows users to create, watch, and share 15-second+ videos shot on mobile devices or webcams



common sense



target audience

Your target audience refers to **the specific group of users** most likely to want your product or service, and therefore, **the group of people who should see your SM campaigns**. Target audience may be dictated by **age, gender, income, location, interests** or a myriad of other factors.

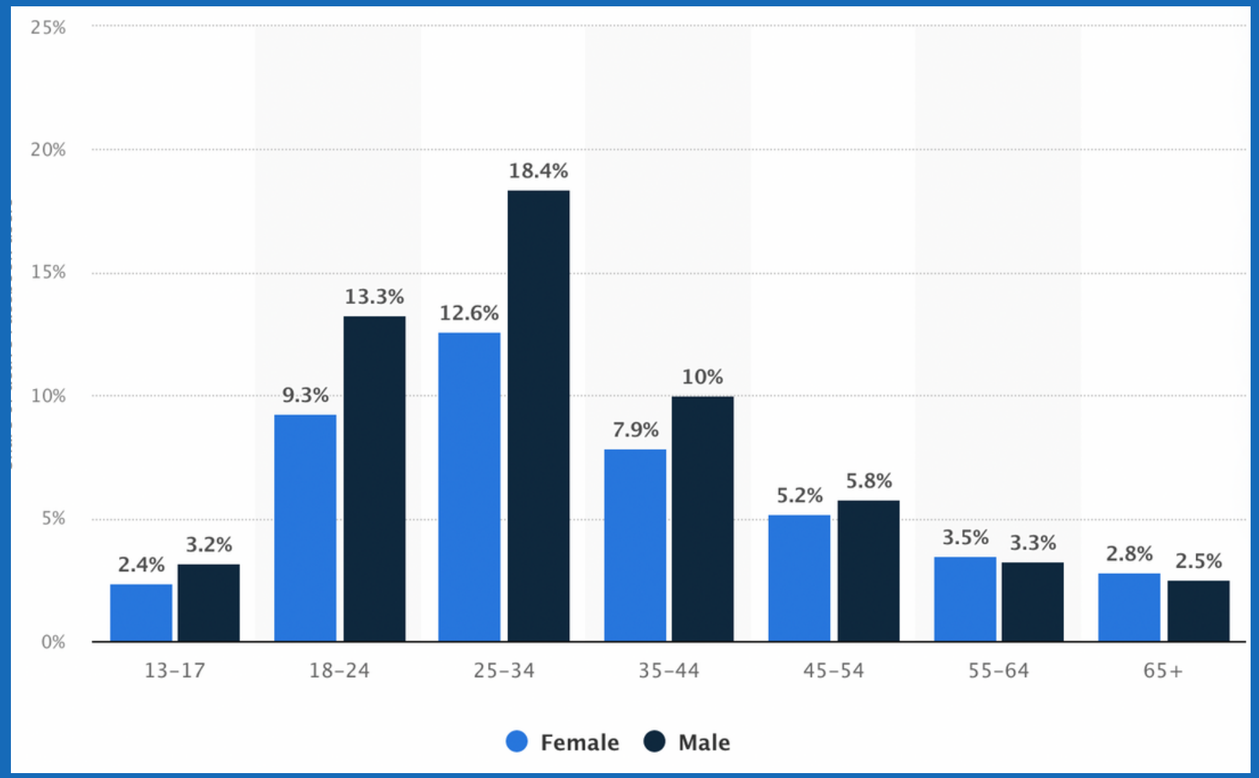
Understanding your target audience is vital. This information will define every marketing plan and strategy you execute.

reach

the **number of people who have seen your content** through unpaid distribution

a different audience for each social media

facebook



Users ages **25-34 years** represent Facebook's largest audience

73% of **college-educated** Internet users are on Facebook

3 billion monthly active users

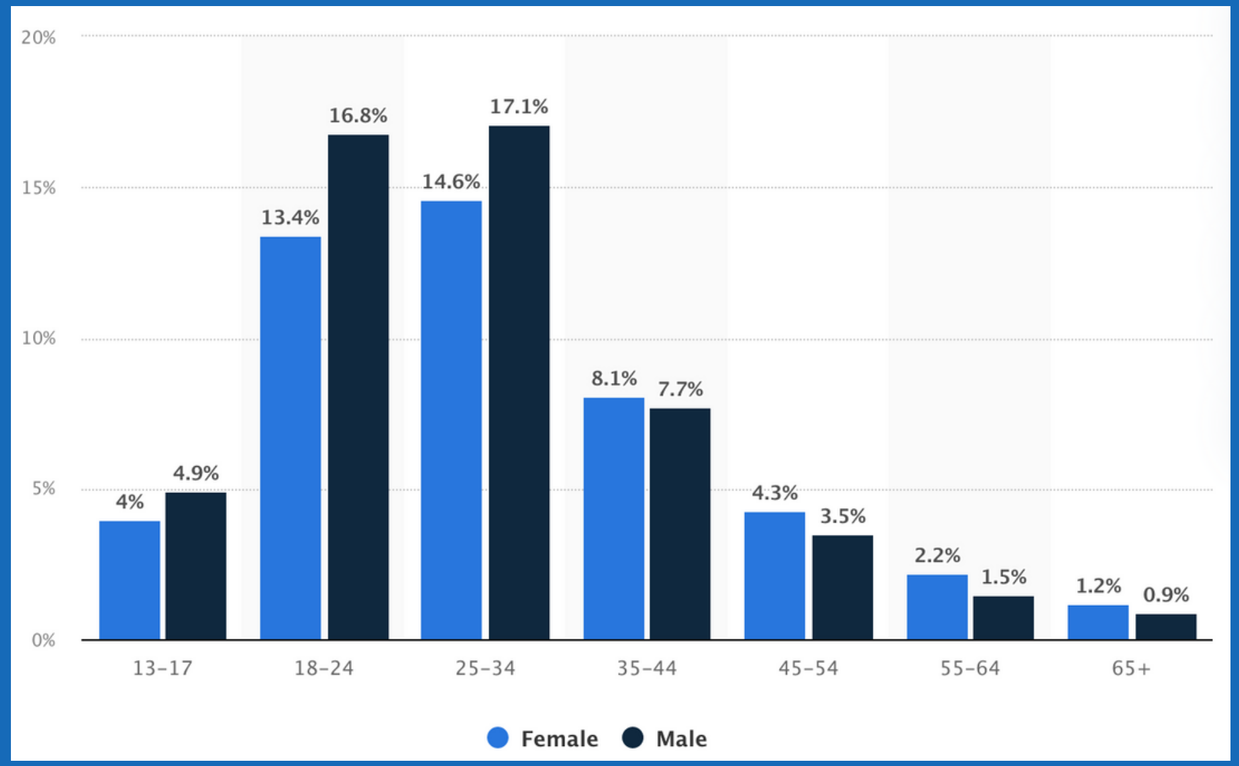
The users are more interested in family&relationships, technology, food&drink, business&industry, hobbies&activities, shopping&fashion, fitness&wellness

98.5% of users access via mobile

Two-thirds of users consume **news** through Facebook

a different audience for each social media

Instagram



25–34-year-olds make up the age group with the most Instagram users at 31.2%
31% of Instagram users are 18-24 years old

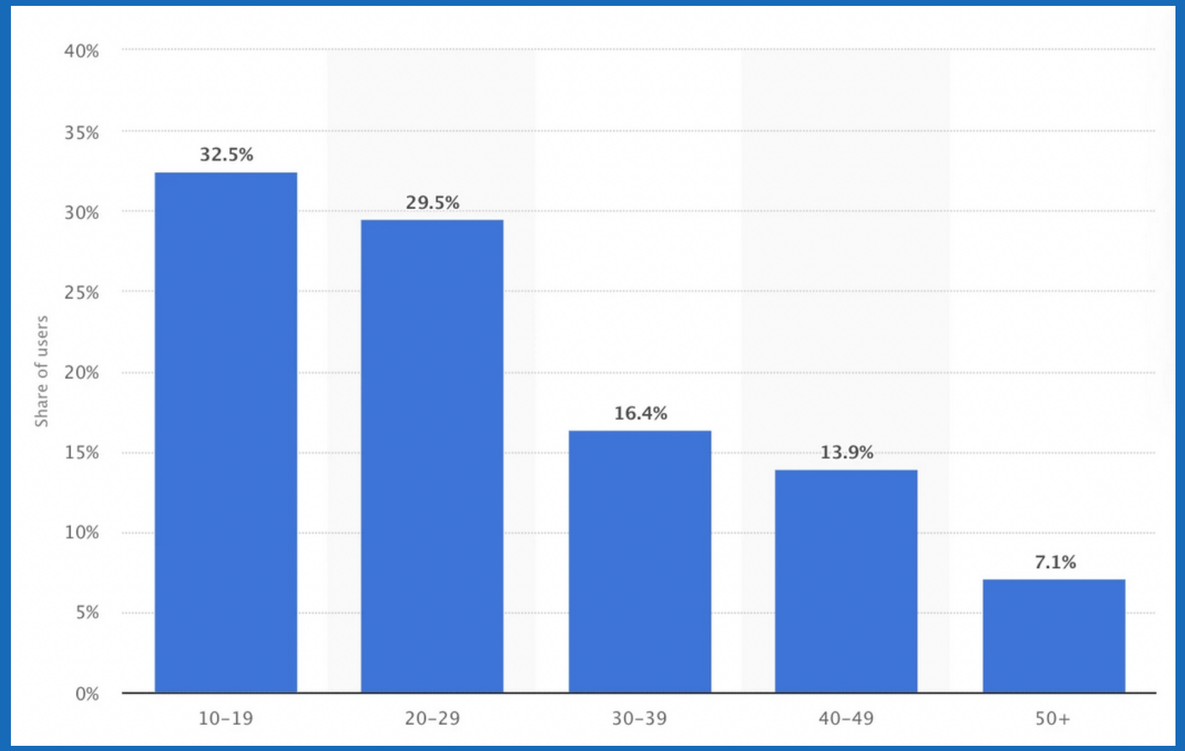
43% of Instagram users have a **college degree or higher**; 37% lower

The users are more interested in fitness&wellness, shopping&fashion, traveling, food&drink

99% of users access via mobile

a different audience for each social media

TikTok



Those **ages 10-19** are accounted for 25% of TikTok's active users. Ages 20-29 are 22.4% of users

1/4 of TikTok users don't own a college degree yet

The users are more interested in pets, beauty&personal care, apparel& accessories

100% of users access via mobile

group activity

link the given persons to each social media

specific audience

Before identifying the social media to be present and active on, we should define the audience we want to talk to

MY ORGANISATION

specific audience

define your audience

FIND YOUR BUYER PERSONAS

a research-based profile that depicts
a **target customer/user**

a semi-fictional representation of your ideal customer

Why is it important?

people naturally gravitate toward businesses/brands/realities they **know and trust**, and the best way to build trust is to show **genuine understanding and concern for the other person**

buyer personas help ensure that all activities involved in acquiring and serving your users are **tailored to the targeted buyer's needs**

Who are you?

BUYER PERSONA

example

YOUR ORGANISATION → MESSAGE → REACH THE RIGHT PUBLIC → SOCIAL MEDIA

A COMPANY THAT PROVIDES PRIVATE HEALTHCARE SERVICES FOR CHILDREN IN EUROPE → MAKE SURE THAT CHILDREN CAN BENEFIT FROM THE HIGHEST QUALITY HEALTHCARE CURE → →

↓

RESEARCH

1 reasearch

QUALITATIVE

QUANTITATIVE

3 look at your competitors

2 based on the information that you already have about your reality, youur environment, your community

WORKING MUM WENDY

30-50 YEARS OLD AND EUROPEAN

AN EDUCATED ON-THE-GO WOMAN THAT USES ONLINE RESOURCES FOR EVERY ASPECT OF HER LIFE

HER BUSY WORK SCHEDULE MAKES HER NEED A QUICK, RESPONSIVE SOLUTION WHEN HER CHILDREN FALL SICK

SHE WANTS TO KEEP HER FAMILY HEALTHY

age-range
geographics
interests
values
habits

Income or job title
Family or relationship status
Needs and aspirations
Problems and concerns
Which social media websites they use
Language
Favourite websites
Gender
How do your users spend their free time?
What issues do they care about?
What are they doing online?
What problems are they trying to solve?
Do you know what interests them?
What would they find entertaining?
Which kind of information are they looking for?

group activity

link to each message/mission 2 buyer personas

DEFINE 2 IDEAL USER(S) ON THE BASIS OF AGE-RANGE, GEOGRAPHICS, INTERESTS, VALUES AND HABITS

reel	Entertainment, share your knowledge, share your expertise, show your brand personality...
story	Teasing, pre-launch of new projects/products/services, behind-the-scene, tutorials, testimonials , trends, cultural moments, what's popular, collect feedback, collect useful data, listen to your audience, ask question...
post	Brand awereness, behind-the-scene, testimonials, international days, share your values...
live	Share live streaming important moments of your reality, talk directly with your public
guide	Share your knowledge or competence, tell a story
fundraiser	Raise money for a cause you care about

tiktok

Use trends to deliver your product/service with entertainment, share your knowledge, share your expertise, show what you do behind-the-scene, show yourself to align with your audience, show your brand personality, tell a story, share your values...

story

Teasing, pre-launch of new projects/products/services, behind-the-scene...

live

Share live streaming important moments of your reality, talk directly with your public, build trust with your public, answer to their question...

individual activity

pick up your format to deliver to your buyer personas

CHOOSE THE SOCIAL MEDIA, THE FORMATS AND THINK ABOUT THE TOPICS TO DELIVER

thanks for participating!

INTRODUCTION TO INSTAGRAM

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What is it

Instagram is an **online mobile photo-sharing, videosharing and social networking service** that enables its users to take **pictures and videos** and share them on a variety of social media networking platforms, such as Facebook, Twitter, Tumblr and Flickr

The name “Instagram” is a portmanteau of “instant camera” and “telegram”

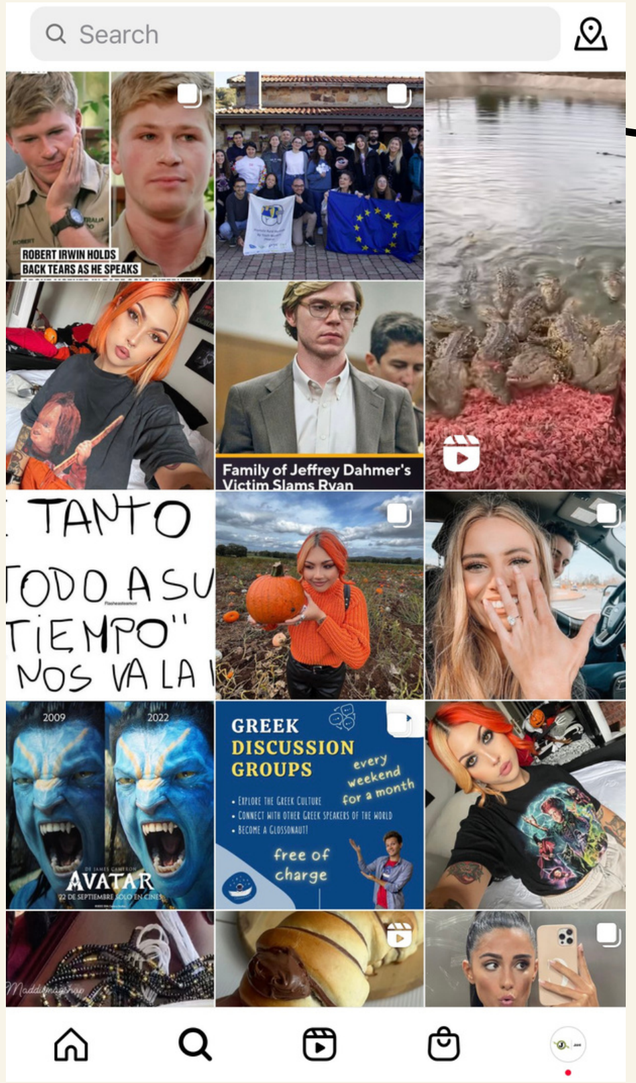
Main functions

Users can upload **photos** and various-duration **videos**
Instagram photos confine to a **square shape** in Feed
Instagram Video posts can be **between 3 seconds and 10 minutes** in length and turn directly into Reels too
Frames and filters can be added to photos and videos

Hashtags are the main searching tool
Each content is a **combination of creative and copy**
Stories are the most popular content
Reels and posts are the second-most important content

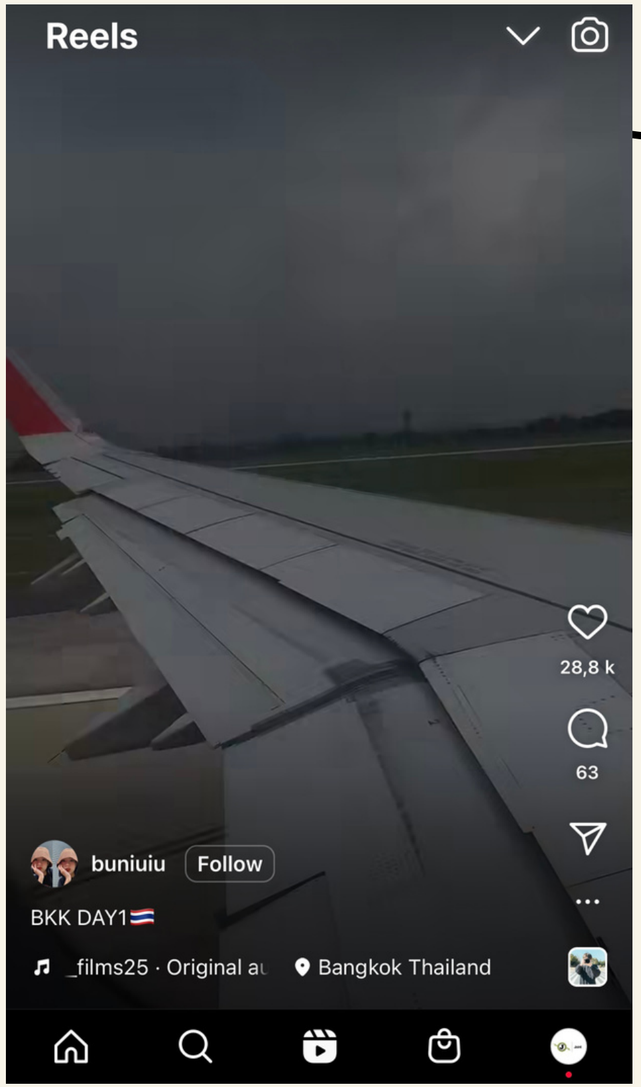
homepage

+ button to add Post,
Notifications, **DMs**
Stories
Scroll-down feature to see contents
Home - Search bar - Reel - Shop - Personal profile



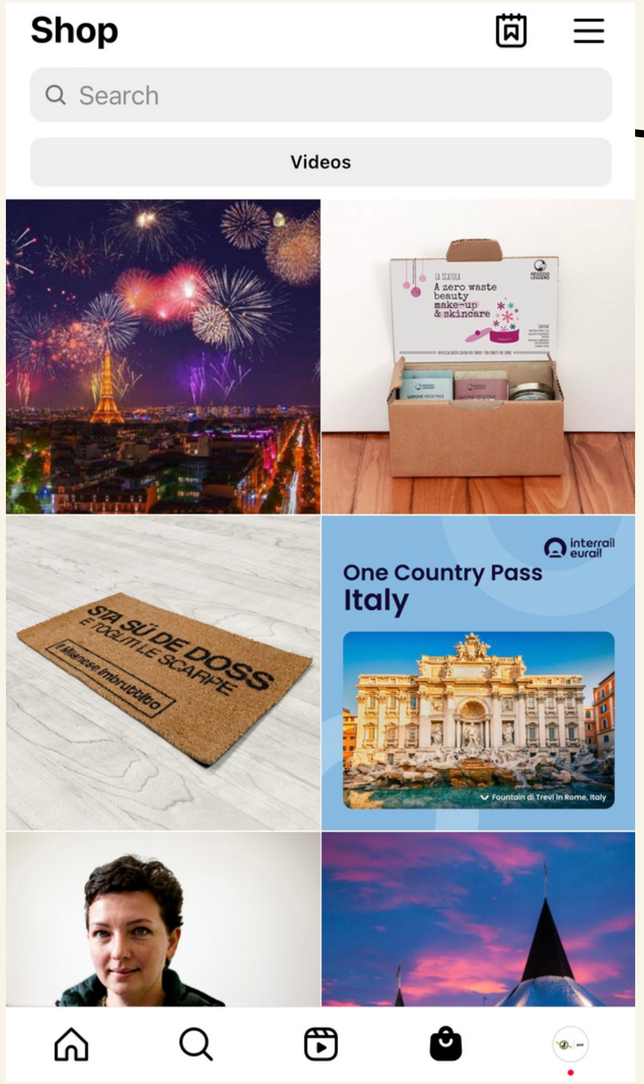
search

Search bar on top (Top, Accounts, Audio, Tag, Places)
Search for geolocalisation
Scroll-down feature to see contents (with highlight on reels)



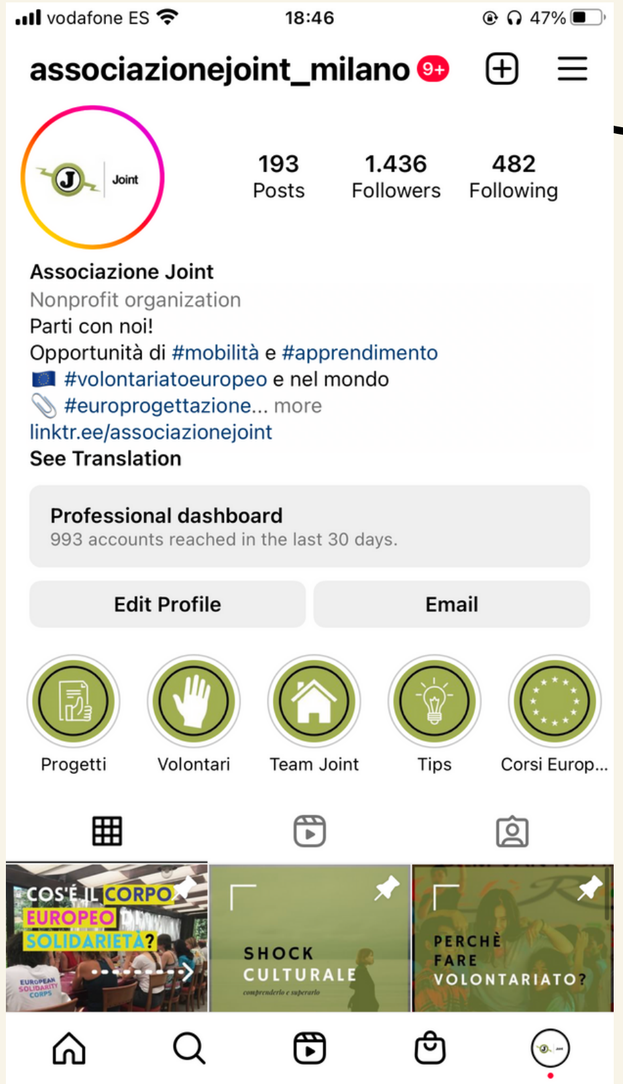
reels

Scroll-down feature to see contents
Downward arrow: saved reels, saved audio, saved effects
Camera-shape button to **create**
Actions: like, comment, share, use template, remix, save, link, use as template, QR code



shop

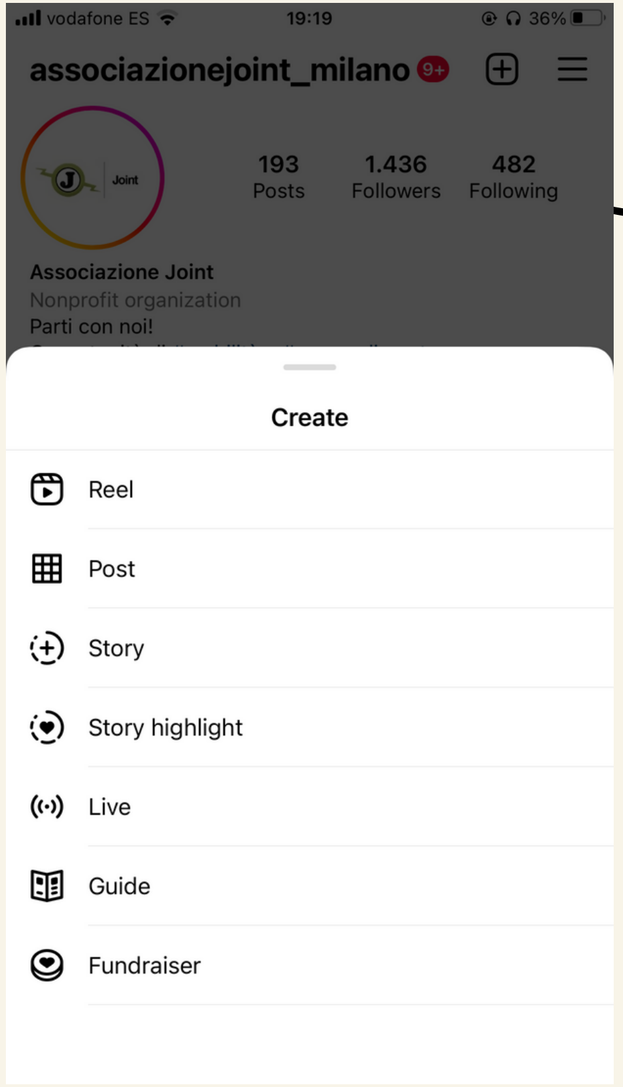
Scroll-down feature to see contents
Add your wishlist
Shopping activity
Search bar



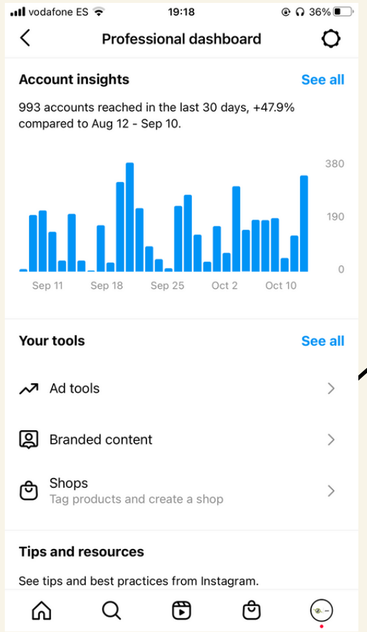
personal profile

Account name
Profile picture - Posts - Followers - Following
Your name - Category
Bio - Professional dashboard
Link - Edit Profile - Email
Highlights
Feed: posts - reels - tagged in

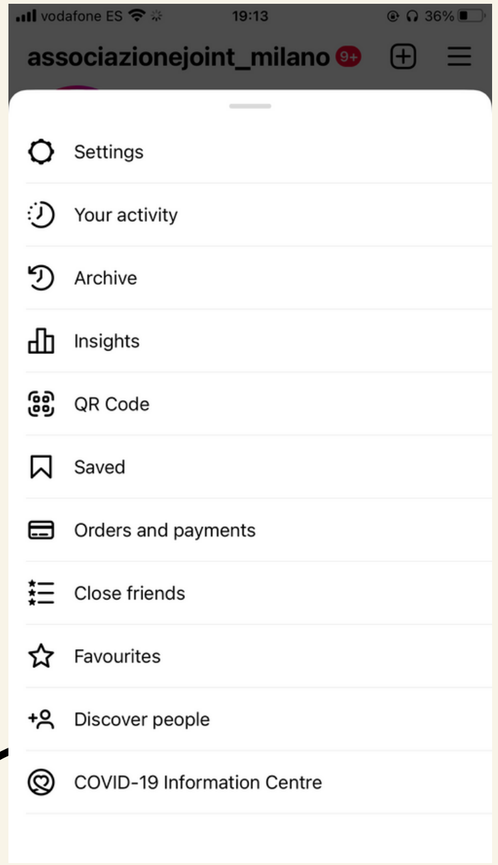
create



personal dashboard



settings



hashtags = keywords

A hashtag is a combination of letters, numbers, and/or emoji preceded by the **#** symbol (e.g., #NoFilter). They are used to **categorize content** and make it more discoverable. Hashtags are **clickable**.

pay attention to copy limits

The **caption limit** is 2,200 characters
The **bio limit** is 150 characters

use a landing page as link in bio

a tool that allows you to share multiple links

get interactions

The hierarchy of interactions is:
like, share, save, comments

keep always in mind your audience

algorithm

The algorithm of Instagram works per **correlation**, and develops together with the **user experience** (the more users interact with your contents, the more your contents will be visible)

geolocalisation

if relevant, it is useful for the algorithm to always **geolocalise your posts/reels/stories** so that users have an additional way to find you

posts copy

don't forget to use **#**, to write a **description** and to add a **Call to Action** (CTA)

branded hashtag

want to build something unique? Create your **branded hashtag** and don't forget to always use it when sharing your content.
Encourages followers to create **user-generated contents**

formats

Think about **which format you want to use** on the basis of the message and the topic you want to deliver. **Posts** are best for pictures, **Slide-posts** to deliver information, **Reels** to share video-contents with different topics, **Stories** to share temporary contents like news, teasing, spontaneous/on-going contents

write a bio

150 characters to set the stage

SHORT
CATCHY
INFORMATIVE

SEO FRIENDLY

PROFILE PICTURE

DISPLAY NAME ≠ @ACCOUNT NAME

NAME FIELD

PAGE CATEGORY

PRONOUNS

EXTERNAL LINK

CONTACT INFORMATION

Tell your **message** and include a **CTA**; use **hashtags** # and/or a **branded hashtag**; **tag** @ other pages;

external link

landing page to collect your multiple links

LINKTREE

where you present followers with a list of clickable buttons

LINKIN.BIO

include video links, photo carousels, and even Shopify integrations

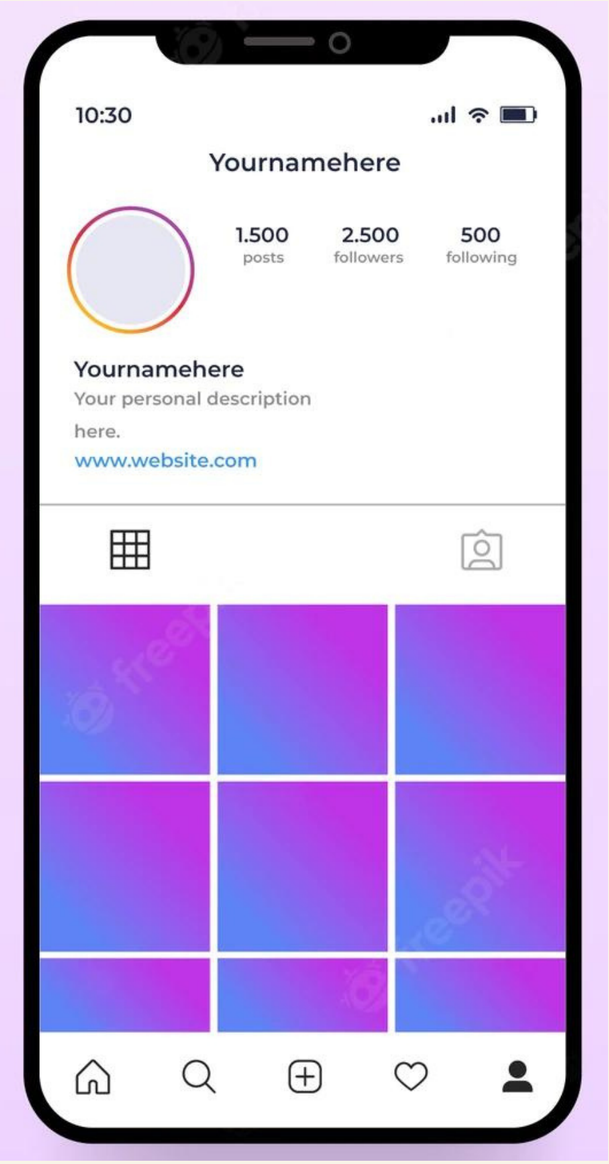
SHORBY

micro landing page to include all their links

apperance, other social media, contact informations, subscribe, show your support

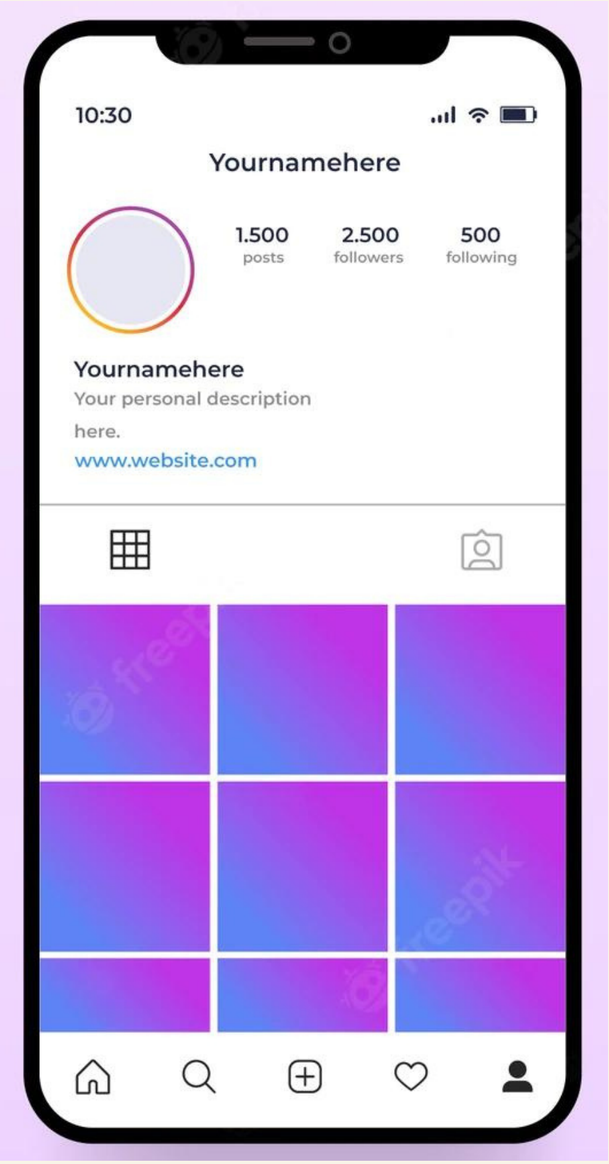
individual activity

create an Instagram profile and bio for an organisation of your choice



to start off

Open your Instagram App (mobile or laptop) and "Create New" profile Switch to **Business Profile** (Settings - Account - Switch account type)



be creative

Name

Profile picture

Account name

Bio (hashtags and keyword, CTA)

Website

and present your work!

post

CAPTION

HASHTAGS # AND TAGS @

CALL TO ACTION (CTA)

youth4europe
Sicily, Italy

youth4europe Let's warm up the beginning of 2022 with the new #volunteers that have just arrived in Italy 🇮🇹 at @istitutowalden. They're going to be spending the next months in the beautiful island of Sicily - you'd get a clue off the background - carrying out a project under the #EuropeanSolidarityCorps programme 🇪🇺

A warm welcome to Bea 🇪🇸, Julia 🇫🇮 & Frida 🇩🇰

Would you fancy a life-changing experience abroad like so? Check out the available projects ⬆️ Links in bio

#Youth4Europe #volunteering #EVS #europeanvolunteering

Edited · 39w

View insights

Liked by **associazionejoint_milano** and **23 others**

JANUARY 11

Add a comment... Post

youth4europe

youth4europe #DidYouKnow ?

🌈 Zero Discrimination Day was first launched and celebrated on March 1, 2014 by UNAIDS to fight #discrimination against people with HIV/AIDS.

"Remove laws that harm, create laws that empower" is this year's powerful theme chosen to highlight the urgent need to take action against #discriminatory laws.

#ZeroDiscriminationDay

32w

View insights

Liked by **youthnetworks** and **19 others**

MARCH 1

Add a comment... Post

story

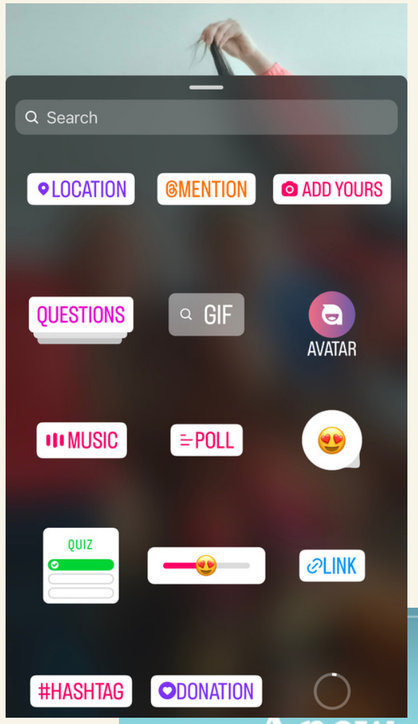
CHOOSE A PICTURE/VIDEO

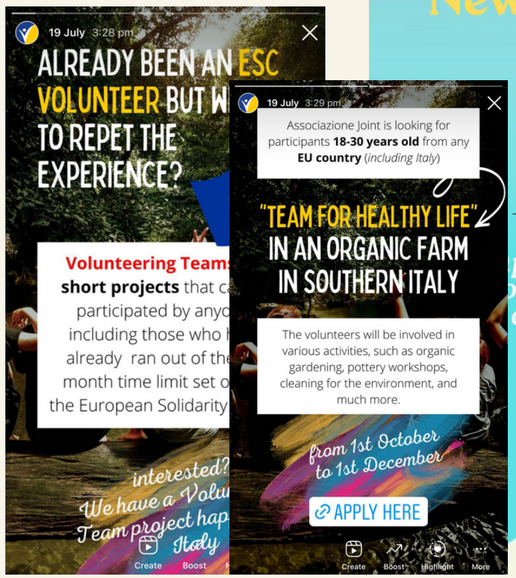
WRITE A **TEXT** (CHOOSE FONT, COLORS, ALIGNMENT, UNDERLINING, EFFECTS ADD MENTIONS @ AND LOCATION) AND HASHTAGS

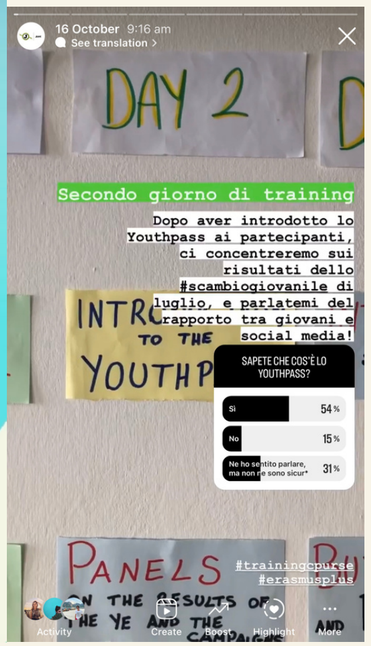
ADD **GIFS**, **IMAGES**, **MUSIC**

START A **POLL**, A **QUESTION**, A **QUIZ**, A DONATION

ADD A LINK (ONY 1,000 FOLLOWERS)







thanks for participating!

INTRODUCTION TO TIKTOK

Joint

Co-funded by the
Erasmus+ Programme
of the European Union

What is it

TikTok is a social media app that allows users to **create, watch, and share 15-second (and longer) videos shot** on mobile devices.

MUSIC

SOUND EFFECTS

HIGH LEVEL OF ENGAGEMENT

fun fact *TikTok is so popular that nowadays people use TikTok as a verb “We should TIKTOK that”*

Main functions

Users can upload 15sec, 60sec, 3min and up to 10min **videos**

TikTok videos confine to a **vertical frame**

Lip-synch and dance videos are still the most popular (for personal users, while brands prefer other contents)

Hashtags are a powerful searching tool

Each content is **mainly the video itself**, plus the copy and #

Stories are a recent-added tool

Live stream allows to connect with your audience

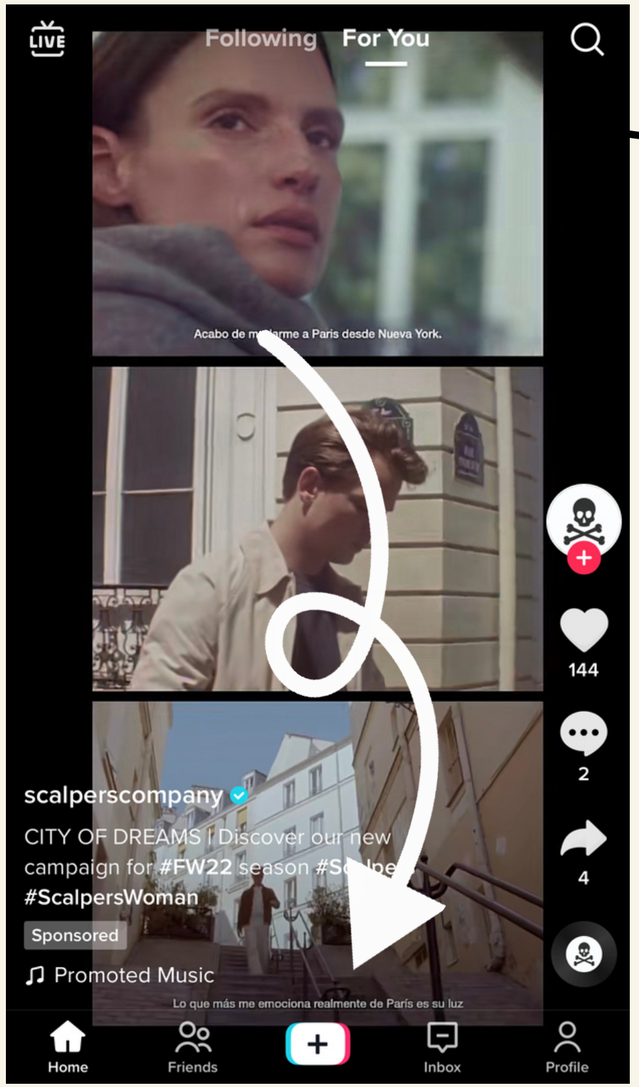
the first time you land on the app it's a little bit of a lotto what you're going to see, but **the more you use it, the more you'll tap into the algorithm** (videos related to what you engaged with)

easy to shoot, edit, upload a video in app, with an enormous database of free music to choose from and effects that you can add

minimum effort, maximum result

homepage

Scroll-down feature to see contents
Search bar
Account (follow)
Likes - Comments - Save - Share
Sound used
Account name + copy
Actions: comment, tag



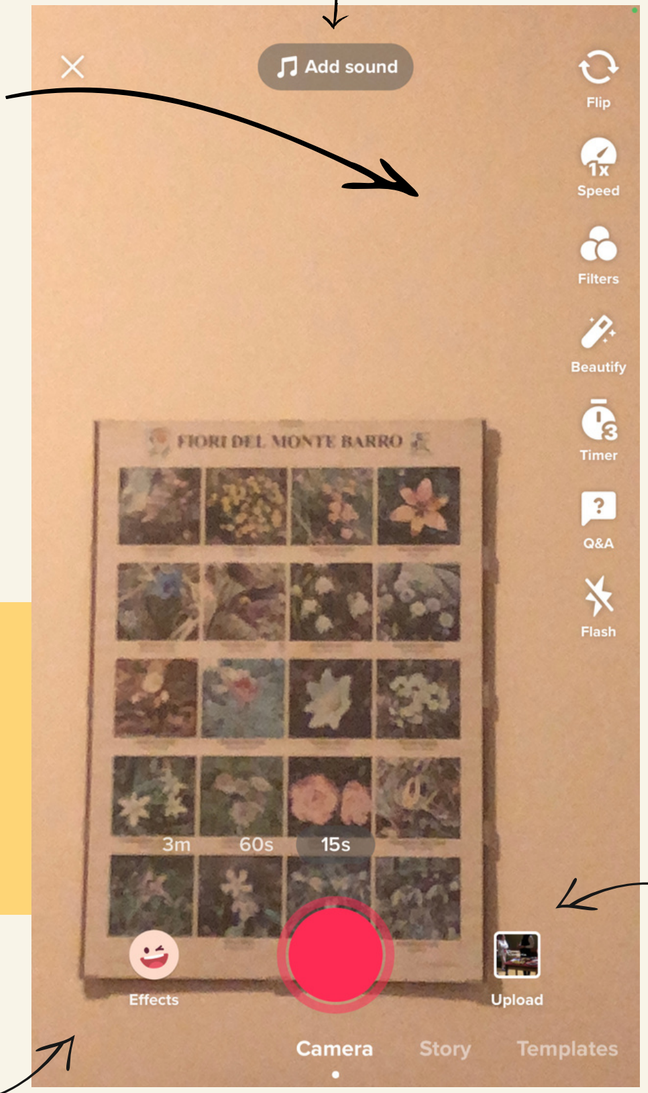
create

Choose the **length** (15s, 60s, 3m)
Choose the **effects**, the **speed**, **filters**, add beauty filter, set a **timer**, put out a **Q&A**
Add **sound**

ADD SOUND

portrait
landscape
food
vibe

APPLY FILTERS



FLIP YOUR CAMERA

SET THE SPEED

APPLY THE BEAUTY FILTER

SET A TIMER BEFORE SHOOTING (3S, 10S)

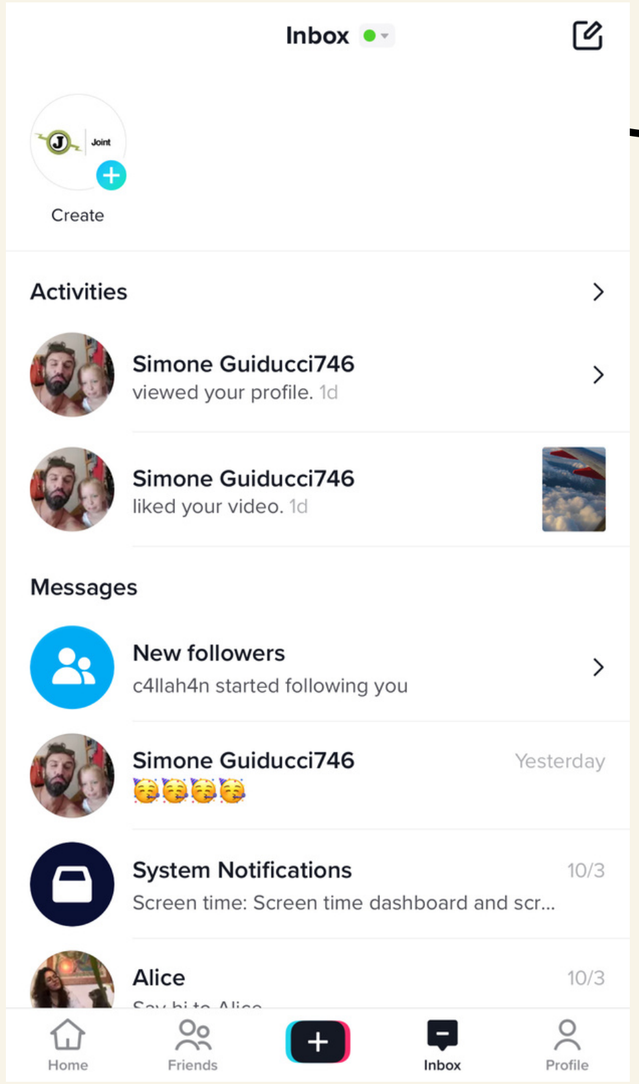
USE Q&A TO REPLY TO A COMMENT (SUGGESTED OR FAVORITES)

trending,
entertainment,
sport, music,green
screen,
apperance,
accessories,
animlas...

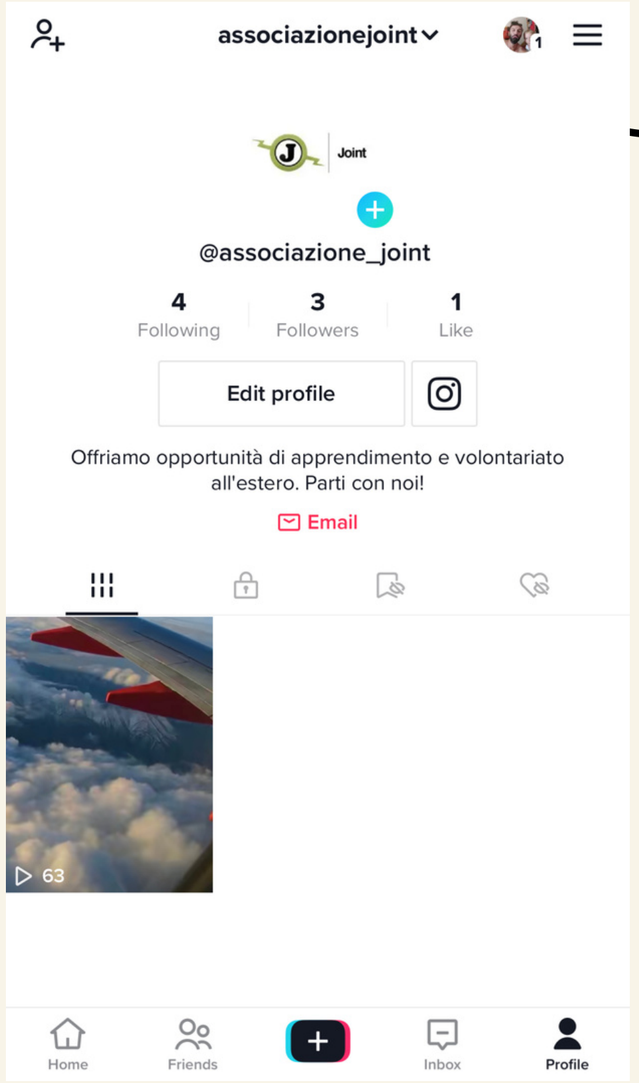
APPLY EFFECTS

UPLOAD YOUR VIDEO

inbox

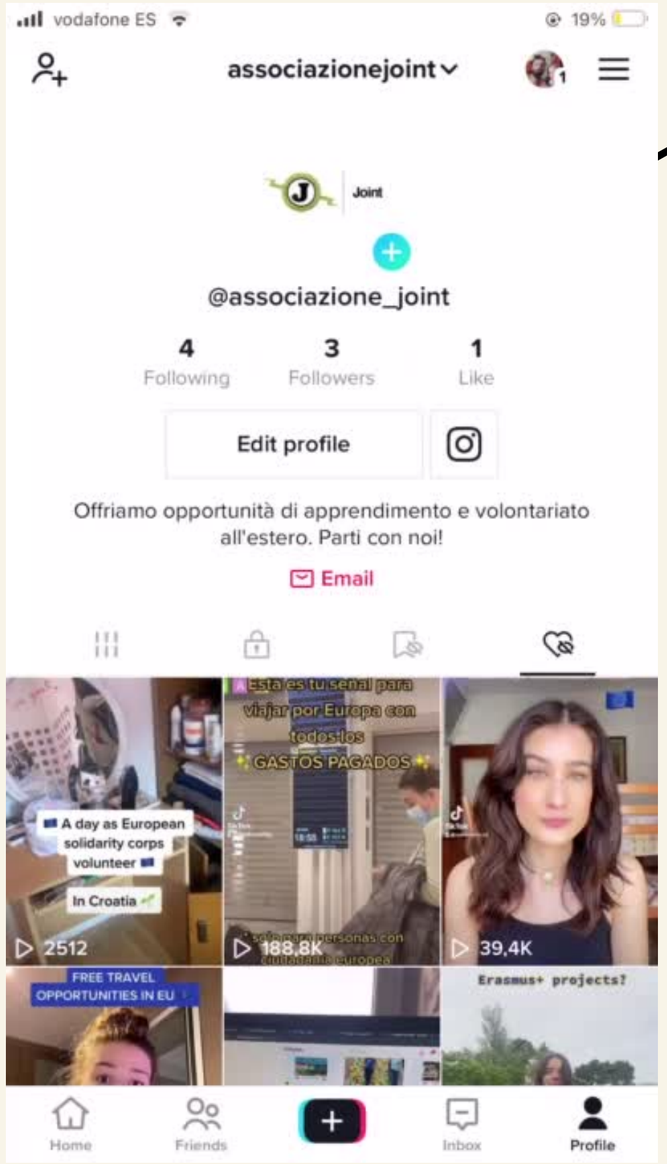


Start a **new chat**
See your **activities** (who saw your profile, who liked/shared/saved your videos)
Messages
Find friends
Create a story



profile

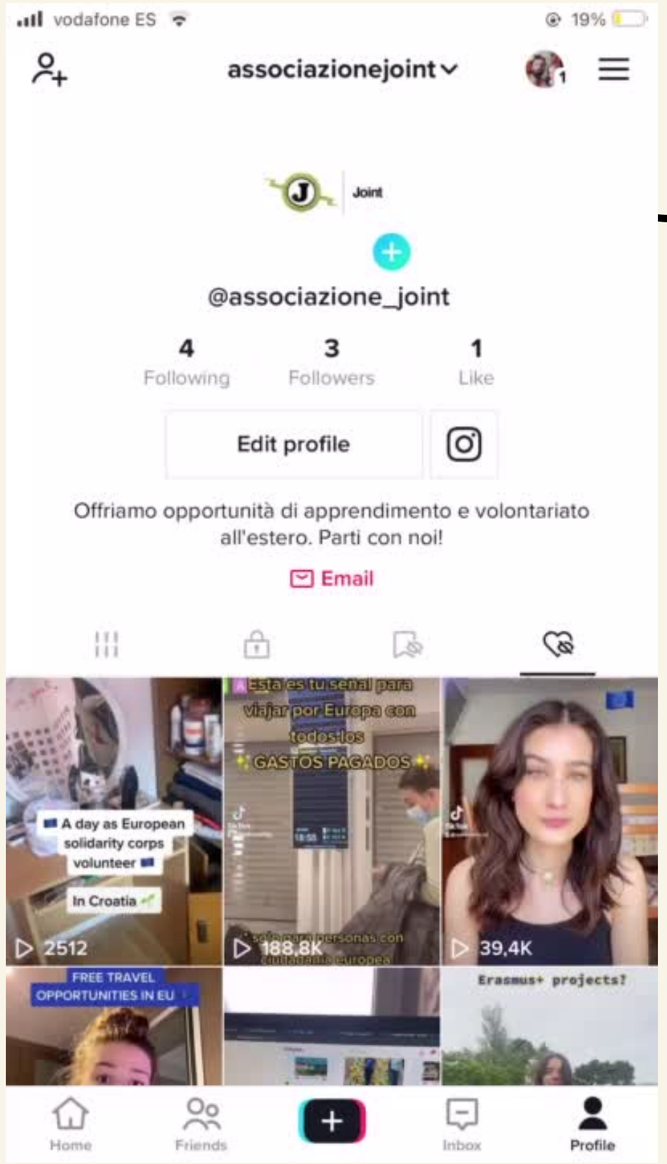
Account name
Profile picture
Username
Following - Followers - Like
Edit profile - IG/YT
BIO (80 characters)
Email
Your videos - Private videos - Saved - Liked



edit profile

Change photo - Change video
Name - Username
Pronouns
Bio - Email - Nonprofit
Category
IG / YT
(When 1,000 followers, link in bio)

settings



Manage account (phone number, email, password, switch to business account)
Privacy settings
Security and Login
Share profile

hashtags (primary/secundary keywords)

A hashtag is a combination of letters, numbers, and/or emoji preceded by the **#** symbol (e.g., #NoFilter). They are used to **categorize content** and make it more discoverable. Hashtags are **clickable**.

pay attention to copy limits

The **caption limit** is 2,200 characters
The **bio limit** is 80 characters

use a landing page as link in bio

a tool that allows you to share multiple links (available only with 1,000 followers)

jump on trends

Trends are the **viral contents** and change overtime; jump on a trend is **must-give-it-a-go try**

be entertaining

algorithm

The algorithm of TikTok is specific on your given **interests**, **viewing preferences** and even **state of mind**. It determines which videos will appear on your **For You** page

follow-up and fast

If you have a video that starts to gain some traction, it's essential that you follow up – and fast! **Repost, respond and create additional videos promptly**.

keep videos short and snappy

Your videos should ideally be quite short – **the shorter and snappier the better!** – in order to maximise watch time and completion rates.

Use cross promotion for extra engagement

A response video (like a **duet**), is really valuable; more than a like or a comment. So, **make sure your content encourages a response**

use your tiktoks as IG reels

Reels are incredibly similar to TikTok videos, so you won't encounter the same problems with unoriginality on the platform.

types of video

LIP-SYNCH

DUET-VIDEOS

SHARE A VIDEO AS REPLY TO A COMMENT

REACT TO A VIDEO

AEHSTETICS

PETS/ANIMALS

...AND MORE

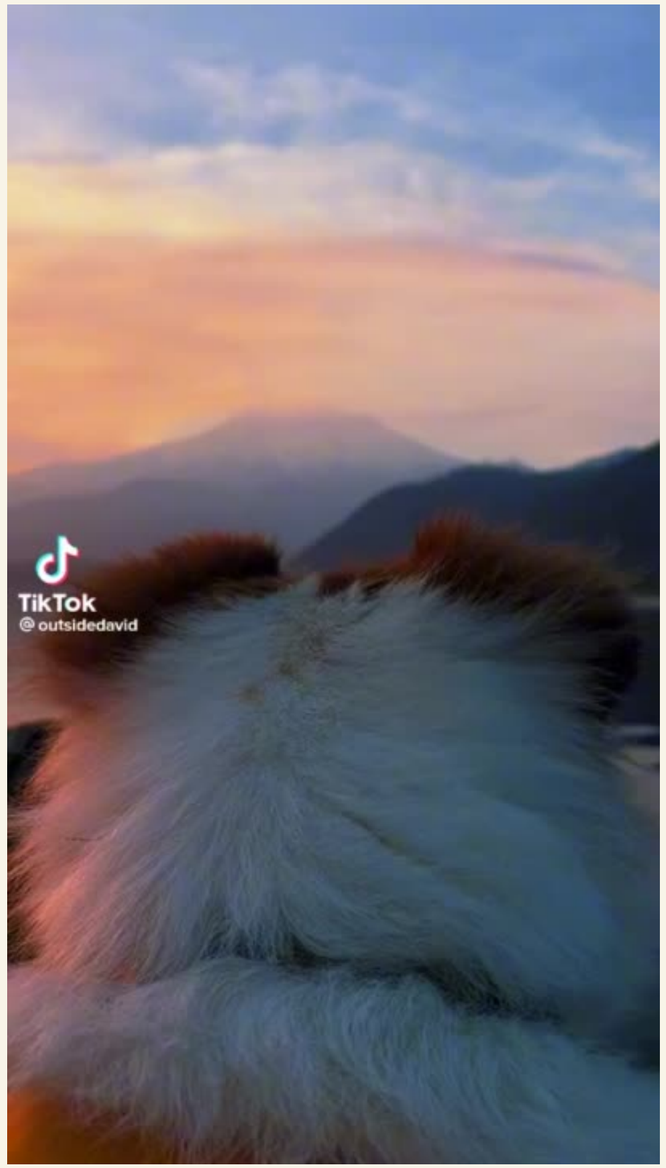
examples

LIP-SYNCH

DUET

REPLY TO A COMMENT

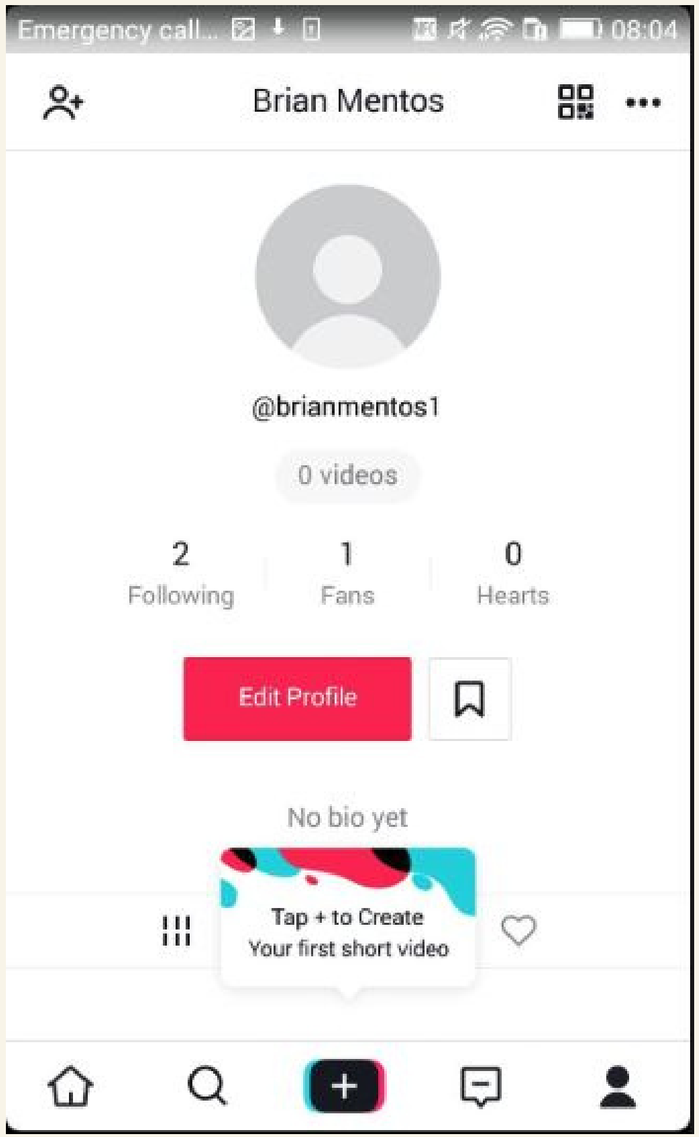
AESTHETICS



ANIMALS/PETS

individual activity

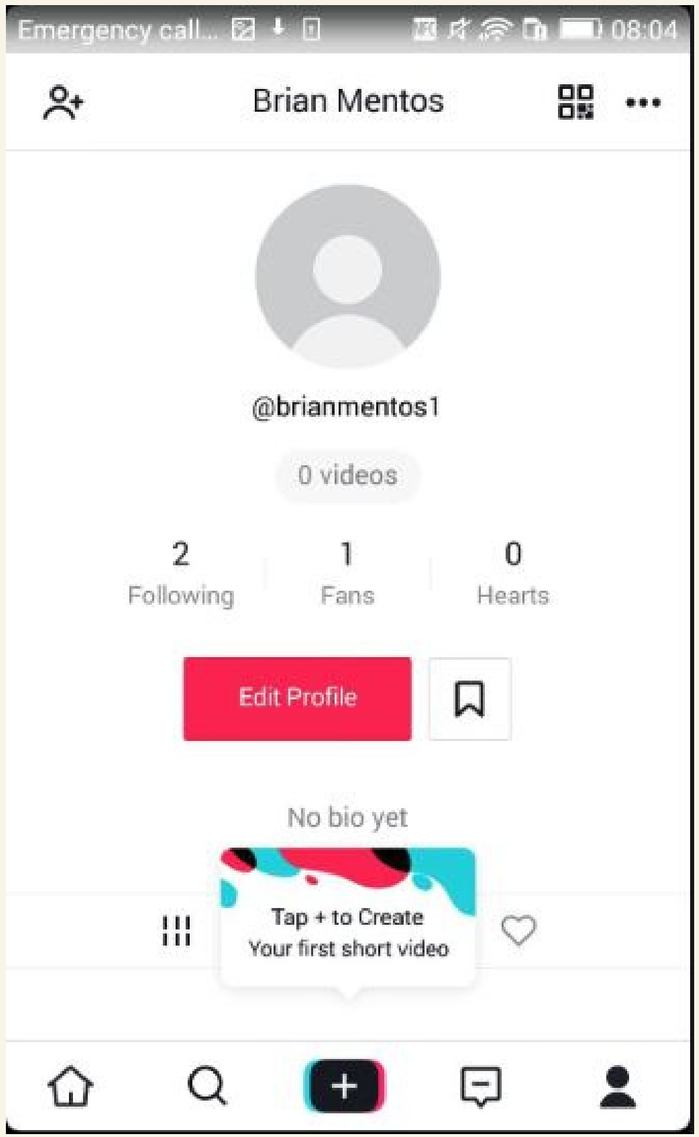
create your TikTok profile and a content that resonates with your organisation



to start off

Open/Download the TikTok App (mobile or laptop) and "Create New" profile

Switch to **Business Profile** (Settings and Privacy - Manage account - Switch)



be creative

Define your interests

Sign up

Choose your username and category

Profile picture

Bio (hashtags and keyword, CTA) + IG/YT

Create a content (either a story or video)

and present your work!

thanks for participating!

TOOLS FOR A SOCIAL MEDIA STRATEGY

Joint

Co-funded by the
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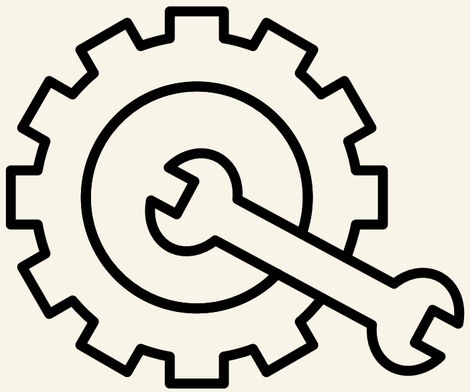
of the European Union

Social media is TIME-CONSUMING BUT...

It's important is to **be organised** and be able to **track your activity and performance, especially if you have more than one accounts/profile on different social media**



THERE ARE **PLENTY OF FREE SOCIAL MEDIA MANAGEMENT AND SCHEDULING TOOLS** YOU CAN USE TO MAKE YOUR JOB AND YOUR LIFE MUCH EASIER

SOCIAL MEDIA MANAGEMENT

Meta Business Suite

Meta Business Suite is a free tool that **centralizes Facebook, Instagram, and messaging tools in one place** (accessible from Facebook)

Best way to manage Facebook and Instagram simultaneously in terms of: **scheduling** (posts and stories), check **notifications**, **Inbox**, planner, ads, insights

It can be used from desktop or mobile (App)

It allows to post across platforms without switching account.

TO ACCESS MBS: GO TO YOUR FB PAGE, ON THE LEFT COLUMN, AT THE BOTTOM

Meta Business Suite

Associazione Joi...

- Home
- Notifications
- Inbox
- Posts and stories
- Planner
- Ads
- Insights
- All tools

Help

Home

Get an overview of your business and see important updates.

Associazione Joint Milano

Manage Facebook Page | Go to Instagram

Create Post | Create Ad | Create Story

To-do list

Check unread messages, comments and other things that may require your attention.

Messages

See All

UNIVERSITÀ - ...	Sent a post	7 h
Liceo Ariosto	Sent a post	9 h
Dimitris Papad...	Good afternoon! Everything ok with the extra participan...	1 d
Gianna Marangi	Sent a post	1 w
Pietro Micillo	Mentioned you in their story	1 w

Comments

Your goals

Set a goal, track progress and learn helpful tips for your professional success.

Get Started

Insights

Trends

Last 28 days: 13 September – 10 October

Facebook Page reach	2.9K	↑ 84%
Instagram reach	980	↑ 52%

SOCIAL MEDIA MANAGEMENT

Hootsuite is a **social media management tool** with features to help with **planning and scheduling social posts**. Key features include automatic scheduling, social media monitoring, performance reporting, basic task management and more.

You can manage **Facebook, Instagram, YouTube, LinkedIn, Twitter, and Pinterest** all from one place

You can **monitor conversions** on different networks from a single dashboard

Hootsuite also has a helpful **Analytics feature** for in-depth social media performance reporting.

TO ACCESS HOOTSUITE: WWW.HOOTSUITE.COM

Stream

Nuova bacheca

Ricerca rapida di Twitter

Elementi salvati

LE MIE BACHECHE

My Posts & Mentions

My Posts & Mentions

Aggiungi stream | Aggiungi account social | Visualizza come: Comfort

My Posts Youthnetworks

Youthnetworks
1 giorno fa

On the second day of #YOUCAN TPM in Italy 🇮🇹 the participants have been visiting and learning from Cooperativa sociale Tempo per l'infanzia, a...
Leggi di più

Potenziamento post

1

My Posts Youth4Europe

Youth4Europe
1 giorno fa

Parrotias is looking for a #publicrelations intern to create and curate engaging content, as well as communicate and build relationships with current...
Leggi di più

Potenziamento post

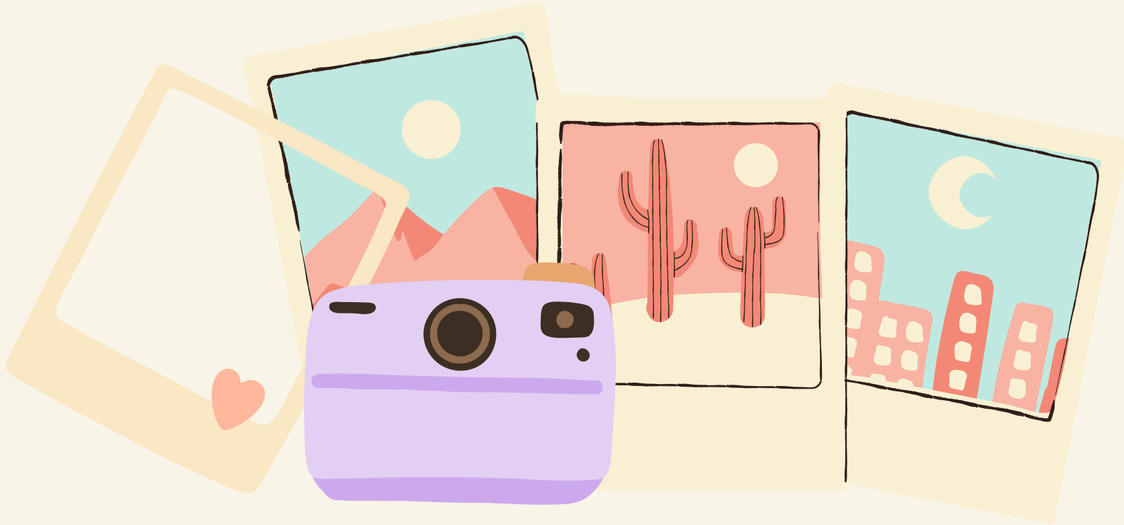
4

PHOTOS AND VIDEOS DATABASES

YOU CAN EITHER CHOOSE TO USE **ORIGINAL VISUALS** OR **FREE-DOWNLOAD VISUALS** (PHOTOS, VIDEOS, INFOGRAPHICS, SOUNDS ETC)

Shopify
Unplash
Pexels
Pixabay
Mmstock

Little Visuals
Gratisography
Stocksnap.io
Pickography
Bucketlisty



They are all **free-download platforms** that provide hig-quality photos or videos on any kind of topic

CREATIVES AND PHOTO EDITING

HOW TO ACTUALLY CREATE YOUR VISUALS? THERE ARE FREE GRAPHIC-EDITING PLATFORMS EITHER TO DOWNLOAD OR USE ONLINE

Canva is an online graphic design tool that allows users to create designs.

- Ability to create designs from scratch or use **templates**
- Ability to add **text and images** to a design
- A wide range of **fonts** and images to choose from
- Ability to save and share your designs
- A simple and intuitive interface that makes designing easy

Create a team, Get Canva PRO as a non-profit, Work together on the same project

Canva | Design spotlight | Business | Education | Plans and pricing | Learn | Create a design | A

IT **Il team di aliceberzieri**
Free • 4

Teams and shared have moved!

Learn more

- Home
- Templates
- Projects

Tools

- Brand
- Content Planner
- Discover apps
- Smartmockups

What will you design today?

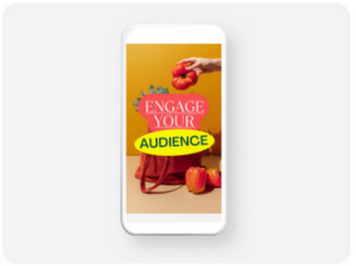
Custom size | Upload

Search your content or Canva's

For you | Whiteboards | Presentations | Social media | Videos | Print products | We

You might want to try...

Whiteboard



Instagram Story

Instagram Post (Square)

A4 Document

Create a design

Search

Suggested

- Whiteboard
- Instagram Story
- Instagram Post (Square)
- A4 Document
- Facebook Post
- Video
- TikTok Video
- Logo
- Facebook Cover

Custom size | Edit photo | Import file

CREATIVES AND PHOTO EDITING

IN CASE YOU NEED TO EDIT AN ORIGINAL CONTENT SUCH AS A PHOTO, YOU CAN EITHER USE...

Gimp

is a free and **open-source graphics editor** used for image manipulation (retouching) and image editing, free-form drawing, transcoding between different image file formats, and more specialized tasks.

Spark Adobe

is an **online and mobile design app** that allows to create three different kinds of content: **social media posts and graphics**, and **animated videos**

LINKS

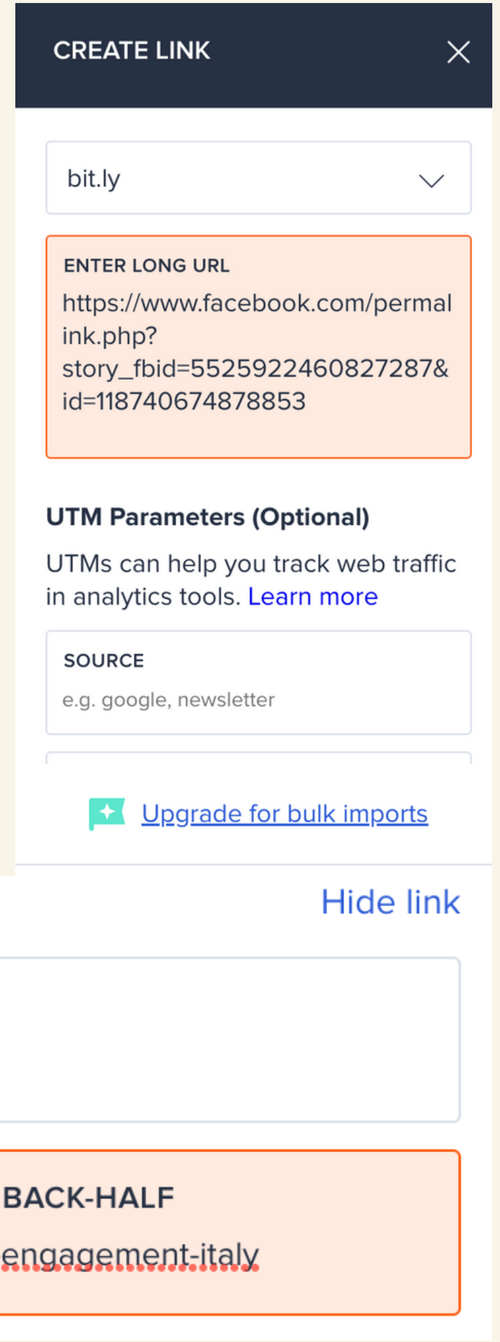
Linktree

a **landing page** designed to host socials, website, store, videos, music, podcast, events and more, all in the same place. Used as link in bio (Instagram and TikTok)

linkin.bio shorby
lnk.bio taplink tap.bio

tinyURL
rebrandly
cuttly

Bitly is a **URL shortener service** that enables users to truncate webpage links and customize their links for a SEO-friendly experience



thanks for participating!

SOCIAL MEDIA STRATEGY

Joint

Co-funded by the
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of the European Union

A SOCIAL MEDIA STRATEGY

IS AN **OUTLINE OF THE CONTENT** THAT YOUR ORGANISATION WILL POST

SETS OUT **THE RESPONSIBILITIES** OF YOUR SOCIAL MEDIA TEAM

AND THE **SOCIAL MEDIA CHANNELS** YOU WILL USE

INCLUDES ALSO THE GOALS THAT YOU WANT TO REACH ON SOCIAL MEDIA

A SM STRATEGY DETERMINES...

WHAT YOU CREATE → CONTENT (FORMAT, TOPICS, CREATIVE PLANS)

HOW YOU CREATE → TOOLS TO USE (GRAPHICS, EXTERNAL APPS, PLATFORMS, MEDIA DATABASES, ETC

HOW YOU POST AND SCHEDULE → PROJECT MANAGEMENT TOOLS

WHEN YOU POST → EDITORIAL PLAN

WHICH IS YOUR VISUAL IDENTITY → BRANDING

HOW YOU ENGAGE WITH YOUR AUDIENCE → ENGAGEMENT STRATEGY

WHICH ARE YOUR GOALS AND HOW YOU TRACK YOUR PERFORMANCE → KPIS

write an executive summary

The executive summary is **a synopsis of your social media marketing plan**. It should not exceed one page.

The summary should contain the following information:

- Identify the **problem or need** for a social media strategy or proposed campaign
- Explain the **anticipated result(s)**
- Lay out the **budget, time, and resources** required to execute
- Include any additional information worth noting

set out your goals and track them

Set goals that are **specific, measurable, attainable, relevant, and timely** (SMART)

examples of goals

INCREASE BRAND AWARENESS
MANAGE BRAND REPUTATION
IMPROVE COMMUNITY ENGAGEMENT
BOOST CONVERSIONS
GENERATE LEADS
ATTRACT CANDIDATES FOR OPEN POSITIONS

metrics REACH, IMPRESSIONS, FOLLOWERS GROWTH, SHARES, MENTIONS @, LINK CLICKS, EMAIL SIGNUPS, TESTIMONIALS

define your audience

Buyer personas remind you to put your audience's wants and needs ahead of your own and helps you create content to better target your **ideal user**.

- Age
- Location
- Language
- Spending power
- Interests
- Challenges
- Stage of life

What **problems** are your potential users trying to solve? What's holding them back from success? What **barriers** do they face in reaching their goals?

How can you help?

individual activity

write down your executive summary and set out your goals to help your audience

PROBLEM

What problems are we facing as a business that social media can help address? (i.e., brand awareness, customer service, reputation, etc.

RESULT(S)

What could we potentially achieve by implementing this strategy?

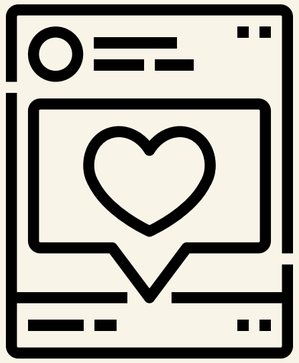
TIMELINE

When will we implement it?

BUDGET/RESOURCES

What will be required in terms of time and money to implement this strategy?

craft your content strategy



Determine your **content mix and posting cadence**.

You can start by using the social media content rule of thirds:

- ⅓ of content **promotes your brand and converts audience**
- ⅓ of content **shares / curates ideas and stories from other accounts**
- ⅓ is **original content**

define your contents ideas and formats: Facebook, Instagram, TikTok posts, Reels, videos, stories, guides, articles, slide-posts and explain why these contents are ideal to meet your goals

ideas

PICTURE OF, VIDEO OF, CELEBRATIONS, TESTIMONIES, POLLS, Q&A, INFO, SALES, SUBSCRIPTIONS, ORIGINAL CONTENTS, SHOW-OFF, BEHIND-THE-SCENE, TRENDS, PARTICIPATE A CULTURAL MOMENT...

individual activity

which contents will you be using?

WRITE DOWN YOUR MAIN CONTENTS AND THE REASON WHY THEY'RE SUITABLE TO MEET YOUR SET GOALS

thanks for participating!

COMPETITION AND INSPIRATION

Joint

Co-funded by the
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of the European Union

COMPETITION ANALYSIS

Analyze the competition's social media presence. This will help inform your own social strategy. If you know **what your competitors are doing well**—and not so well—you'll discover where you might have a **competitive edge**.

A COMPETITIVE ANALYSIS IS AN ANALYSIS OF YOUR COMPETITION TO FIND OUT WHAT THEIR **STRENGTHS AND WEAKNESSES** ARE, AND **HOW THOSE STRENGTHS AND WEAKNESSES COMPARE TO YOUR OWN**.

why is it important?
IT GIVES YOU AN IDEA OF...

The best times to post on social media (since your audience is likely online at a similar time)

An **understanding of the potential customer pain points**

New (and better) ideas for content that may resonate with your audience (or that, conversely, does NOT resonate with your audience, and which you might want to avoid)

An **understanding of how to communicate** with your audience on certain platforms (i.e., casually or formally)

Ideas for ways to **differentiate your brand**

conduct a benchmarking

1. Identify **who your competitors are** on social media, Know which **social platforms** they're on, Know **how they're using those platforms**
2. Benchmark your social results against the competition and Identify social threats to your business
3. **Find gaps** in your own social media marketing strategy over time

first step

Determine who your competitors are

Choose the **top five or 10 keywords** that have the most **relevance** to your business, and plug them into a social media of choice. You'll soon get a sense of who your top competition is online.

You already know them? Look them up on social media and see if there are related profiles that could be your competitors

second step

GATHER KNOWLEDGE ABOUT YOUR COMPETITORS

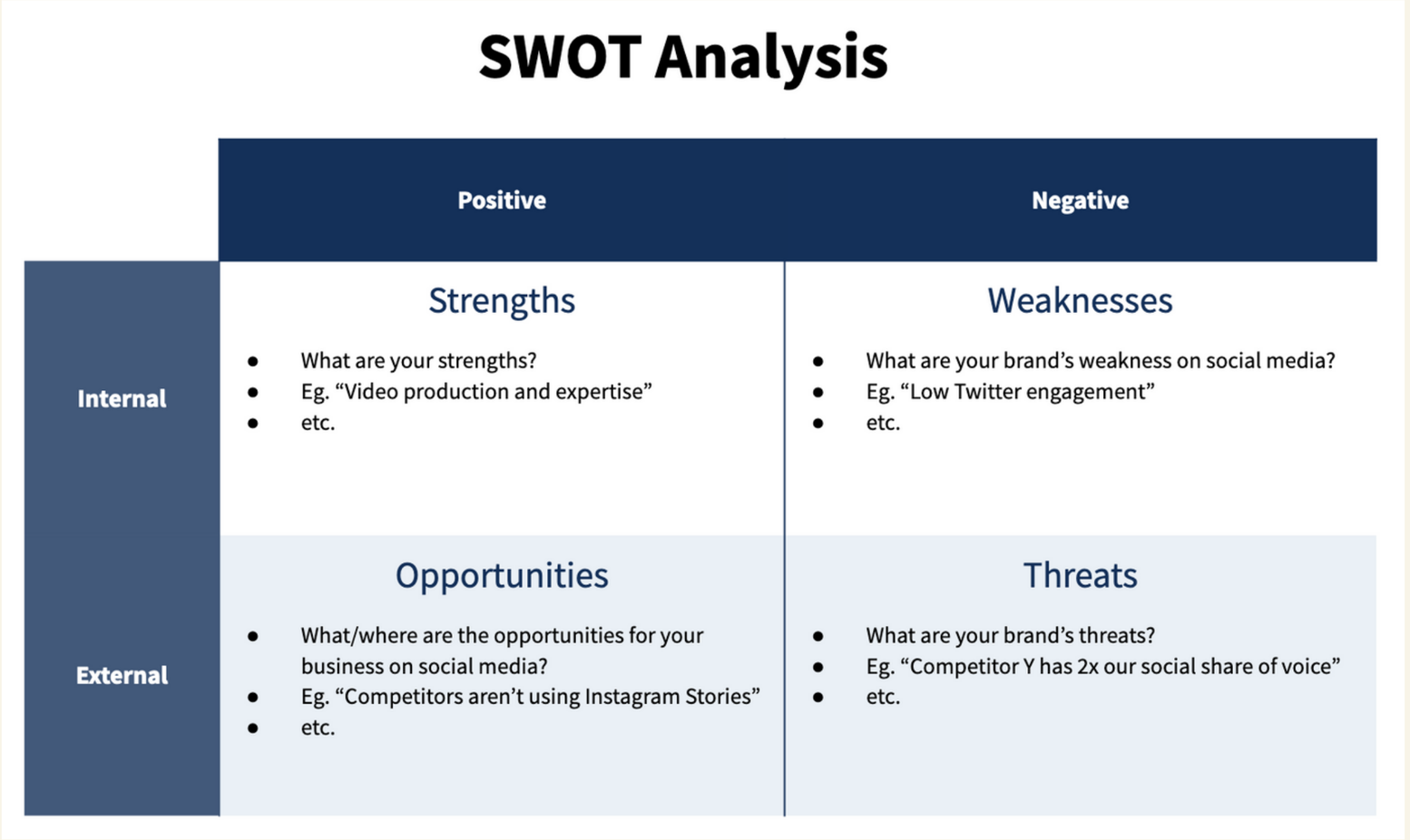
Now that you know who your competition is, you need to learn **what they're up to on social media**. Click through to the social networks of each of the brands you've identified as top competitors and make note of the following:

What **social media** are they on?
How large is their **funbase**?
How often do they post?
What is their **engagement rate**? (high, low, medium)
What **hashtags** do they use most often?
How many hashtags do they use?
What do they post? Which **format**? For which **purpose**?
Which contents are more **successful**? **Why**?

third step

WORK ON YOURSELF

Now that you know every aspect of your competition, it is time to work on yourself with a **SWOT analysis** (strengths, weakness, opportunities, threats)



group activity and game

find your competitors and collect data about them

IDENTIFY YOUR COMPETITORS WITH # AND BASED ON YOUR PERSONAL KNOWLEDGE, AND IDENTIFY THEIR STRENGHTS AND WEAKNESSES

thanks for participating!

BRANDING

Joint

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BRAND?

BRAND

PART OF HAVING A BRAND IS HAVING A LOGO AND PLACING IT ON DIFFERENT THINGS.

Brand is an **identity**, it evolves as how people see and perceive you.
Think about brand as people: you can recognise particular people by their clothes, belongings or personality. Think about how different people make you feel and what you think when you hear their name.

BRANDS CAN BE **PERCEIVED** DIFFERENTLY THROUGH HOW THEY POSITION THEMSELVES AND HOW THEIR AUDIENCE DESCRIBES AND RECOGNISES THEM

PERCEPTION, LOGO, VISUAL IDENTITY, EXPERIENCE

BRANDING ON SOCIAL MEDIA

IS ABOUT CONSISTENTLY USING A **LOGO DESIGN** AND RELATABLE **IMAGERY, COLORS AND FONTS** THAT DESCRIBE YOUR **PERSONALITY** AND **PURPOSE**

define your purpose

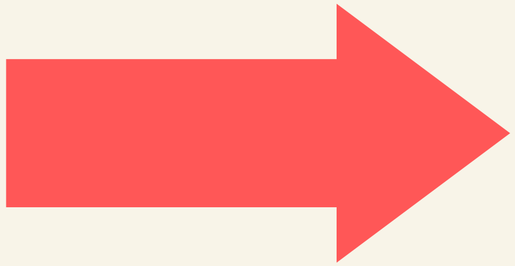
WHY YOUR BRAND EXISTS?

WHAT IS THE IMPACT THAT YOU WANT TO HAVE IN THE WORLD

define your values

Values will guide your culture by saying "This is how we do things around here", and they should be **clear** and **actionable**.

why does your brand exists? which values guide it?



WRITE YOUR TOP 3 VALUES

imagery

YOUR STYLE ON SOCIAL MEDIA

WHAT KIND OF IMAGES REPRESENT YOUR BRAND?

photography, illustrations, icons or a combination of them?

vibrancy
contrast
composition
filters

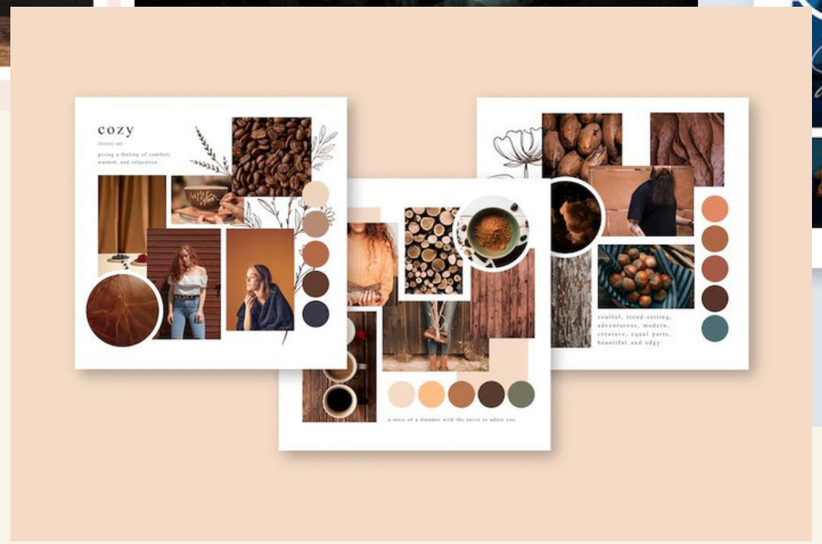
palette of colours

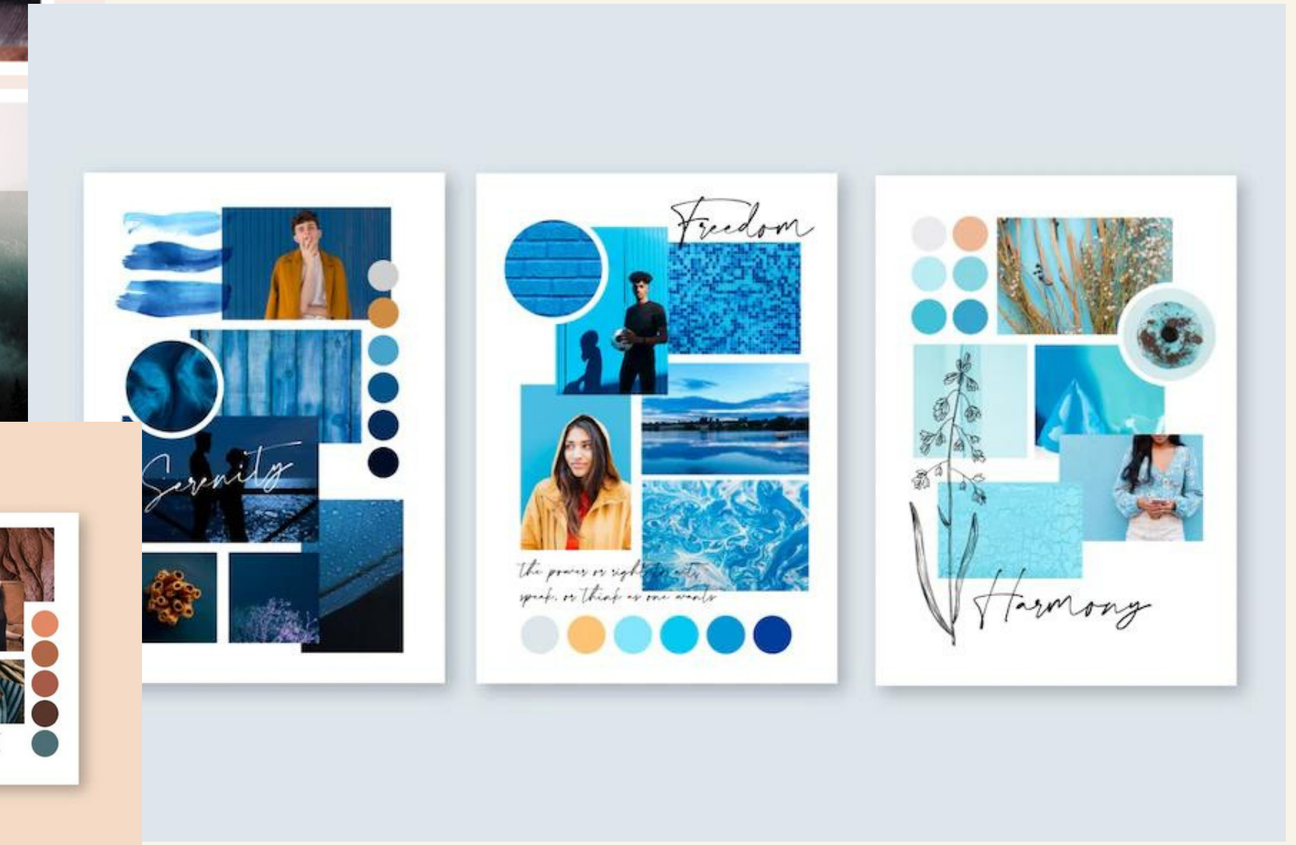
set of fonts

mood
atmosphere

follow the same aesthetics with consistency

moodboard





logo design

A VISUAL SEMPLIFICATION OF YOUR BRAND IDENTITY

Your logo should tell the story of your brand in the simpliest way possible

(a person needs on average 7 exposures to your logo to remember it)

WORDMARK

LETTERMARK

PICTORIAL MARK

ABSTRACT LOGO MARK

MASCOT

COMBINATION MARK

EMBLEM

group activity

create your visual identity on social media

USE THE MOODBOARD TO SET OUT YOUR IMAGERY, AND DESIGN YOUR LOGO ON THE BASIS OF YOUR IMAGERY AND YOUR PURPOSE

thanks for participating!

EDITORIAL PLAN

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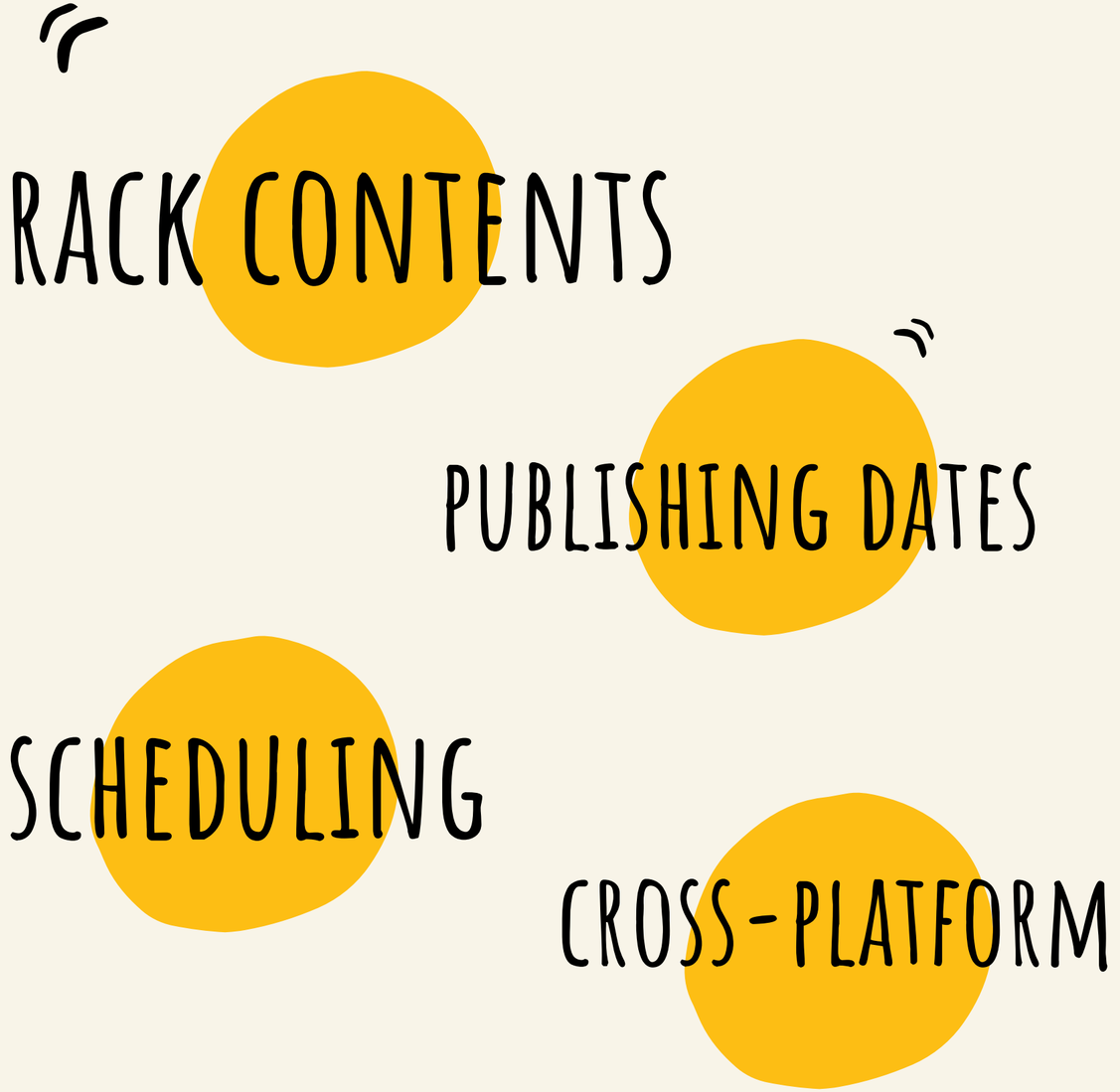
EDITORIAL PLAN/CALENDAR

An editorial calendar is a **visual workflow** that helps to **schedule** your work on a **daily, weekly, or monthly basis.**



stay organised

The added value of having an editorial plan is the ability to **track your work** on social media, **without missing out**, and being able to have an **overview** to your SM to point out possible gaps

It is necessary if you manage more than one SM or accounts
It is necessary if there's a team (more than 2 people) working on SM

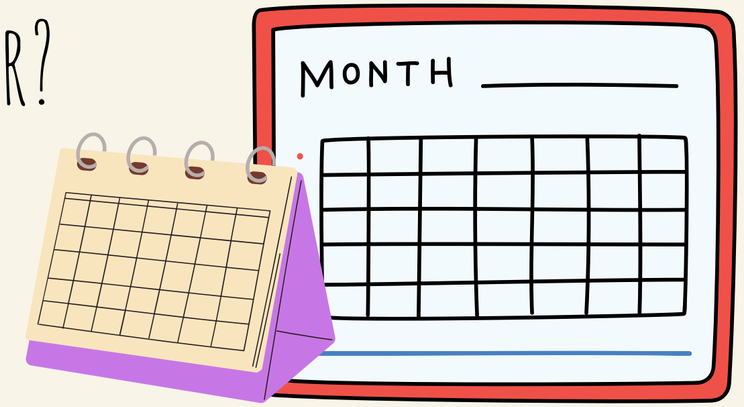
think about your reality and decide if you need a daily, weekly or monthly editorial plan

How frequently are you publishing content?

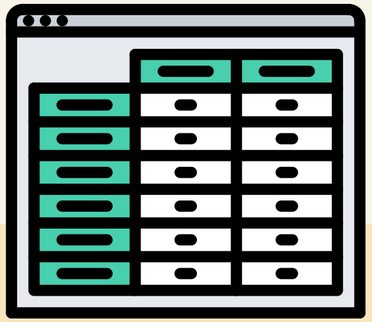
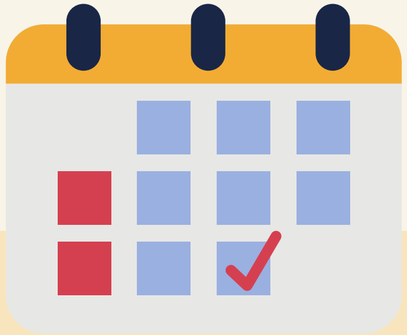
Do you create **more than one** type of content?

how many people will use the editorial calendar?

What format will you use to organize this calendar?



choose your format

	SPREADSHEET	CONTENT CALENDAR	PROJECT MANAGEMENT TOOL
			
pros	**Easy data aggregation and organization**, Short learning curve and accessible, making **collaboration easy**	Most straightforward ways to know what's going out and when, **Color coding, tags, and assignments** to organize by channel, content type, and more	Easily **represent an editorial workflow** no matter what your quality assurance process is or how many hands touch a piece before it's published, Designed for content management and more
cons	Hard to visualise, Difficult to get a clear breakdown at a glance.	There's more to project and content management than publishing dates, and a calendar may not always be effective enough on its own.	Can be overwhelming if you only need a content calendar.

Spreadsheet

HubSpot Blog Editorial Calendar

Need a better CMS and marketing automation software? Try HubSpot! Click Here to Get Started with a Free Demo

Publish Date	Due Date	Author	Topic/Title	Content/Details	Keyword(s)	Target Persona(s)	Offer/CTA
1/1/22	12/29/21	Ivelisse Rodriguez	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Marketing Mary	How to Get 100,000 Readers for Your Blog
1/2/22							
1/3/22							
1/4/22	12/30/21	Caroline Forsey	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips with expert advice while promoting on-page templates	search engine optimization, SEO	Marketing Mary	On-Page SEO Template
1/5/22	12/31/21	Basha Coleman	9 Tips for Creating Quick Graphics for Your Social Media Posts	Provide tips and tricks to creating graphics without the burden of learning Photoshop	marketing graphics, social media graphics	Sales Leader Alex	Social Media Image Templates
1/6/22							
1/7/22							
1/8/22							
1/9/22							
1/10/22							
1/11/22							
1/12/22							
1/13/22							
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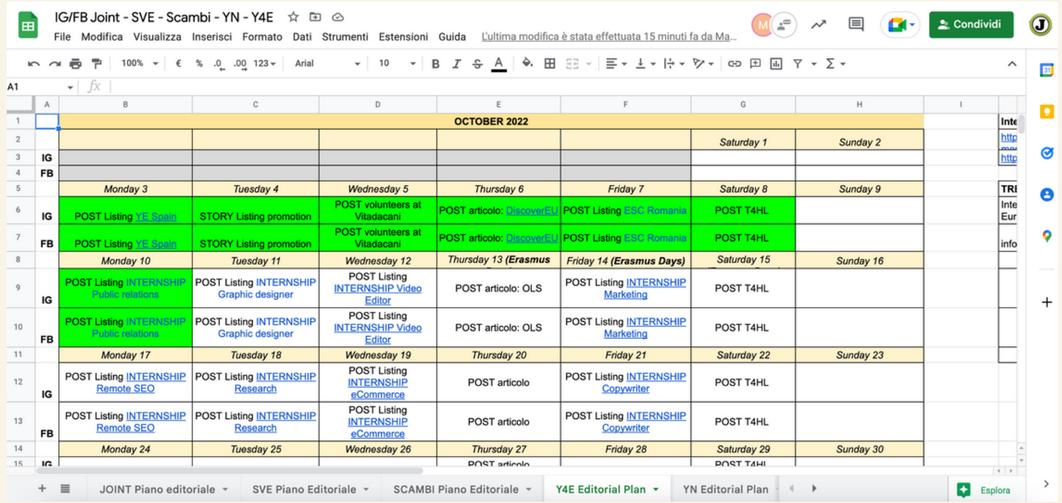
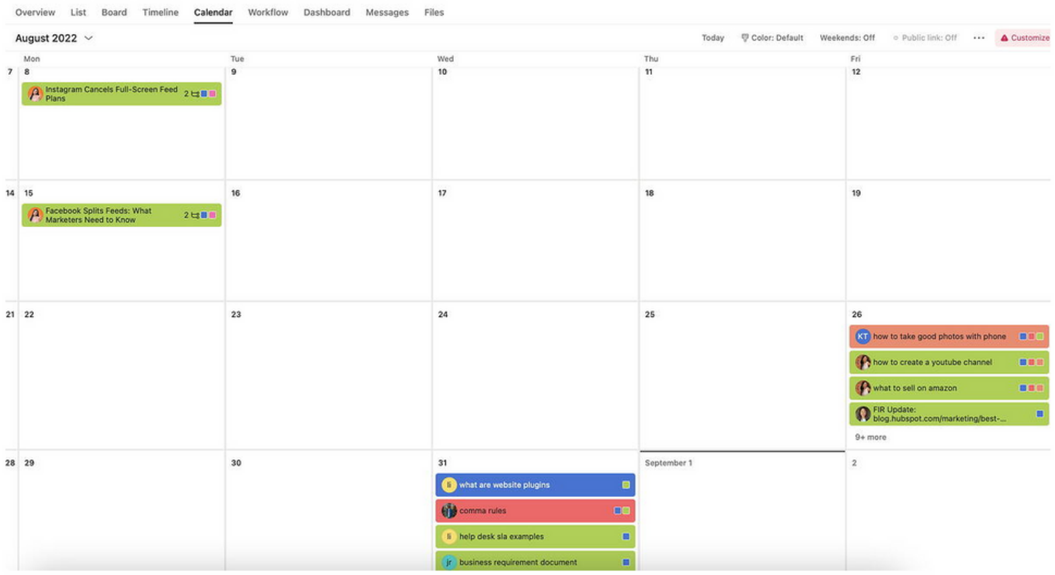
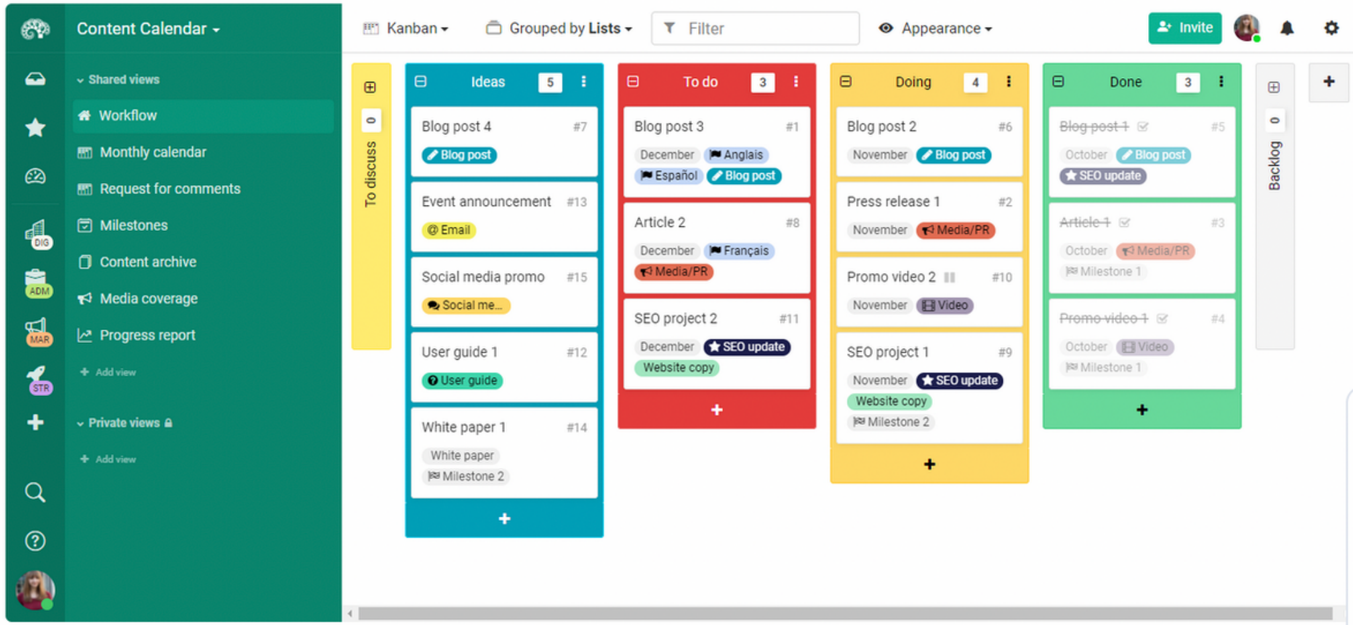
1/24/22							



Content Calendar



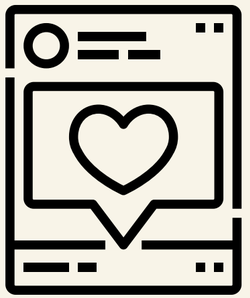
Project Management Tool

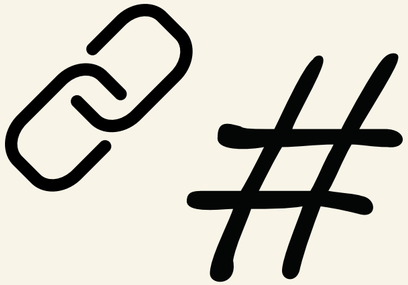


A social media calendar usually includes **some combination of these elements for each post:**

The **date and time** it will go live

The **social network** and **account** where it will be published

Copy and creative assets (i.e., photos or videos) required 

Links and **tags** to include 

You may also want to add more specific information

Platform-specific format (feed post, Story, Reel, poll, live stream, ad, shoppable post, etc.)

The **associated vertical or campaign** (product launch, contest, etc.)

Geo-targeting (global, North America, Europe, etc.)

Paid or organic? (If paid, then additional budget details might be helpful)

Has it been approved?

thanks for participating!

KEY PERFORMANCE INDICATORS

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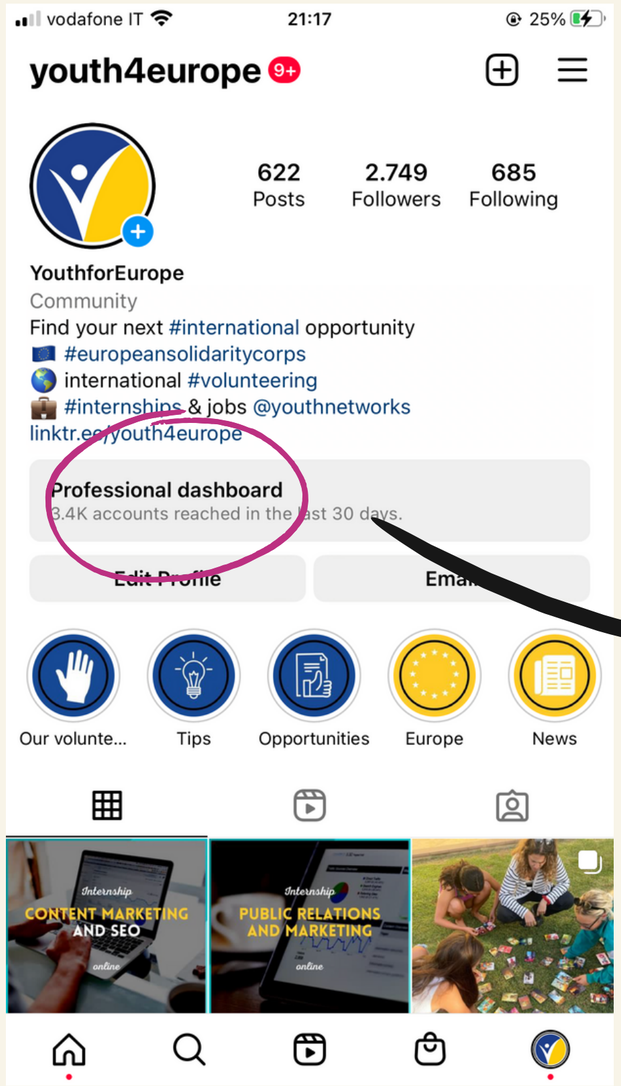
KPIs

A **key performance indicator** is a **measurable value** that demonstrates how effectively your organisation is achieving its **key goals**.

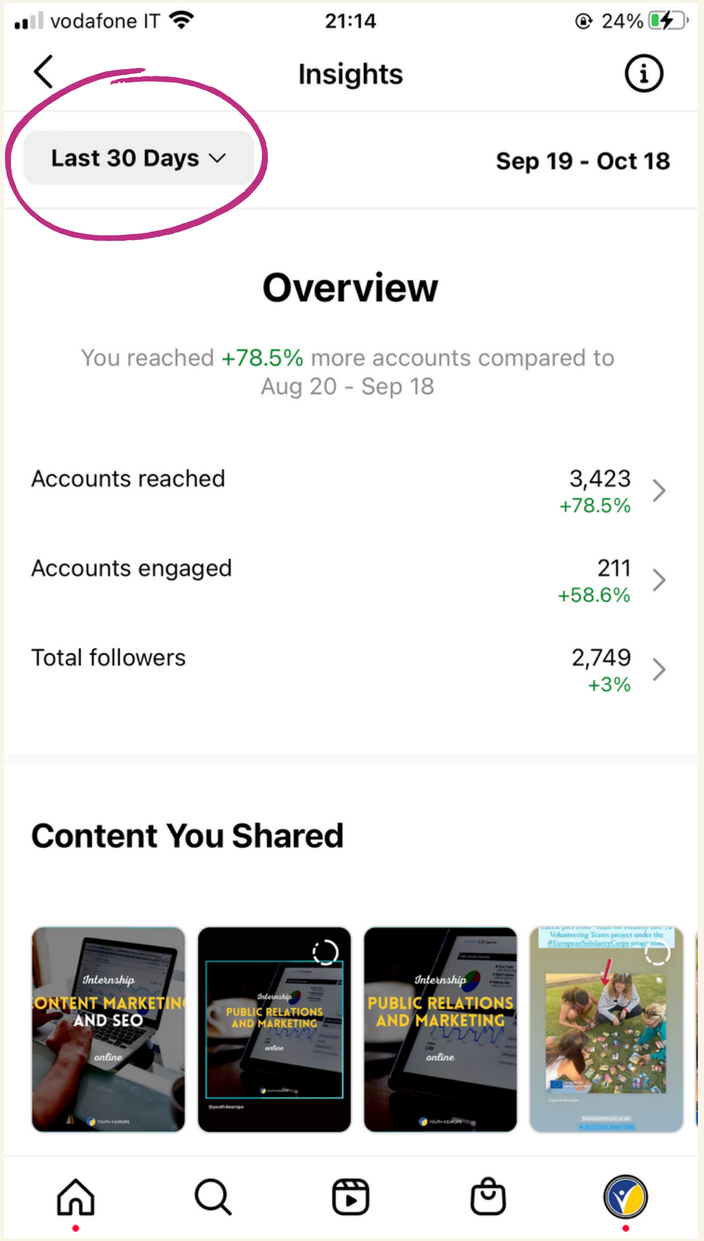
A good kpi is realistic, straightforward, and easy to measure.

Instagram



Last 7, 14, 30 days
Previous month
Last 90 days

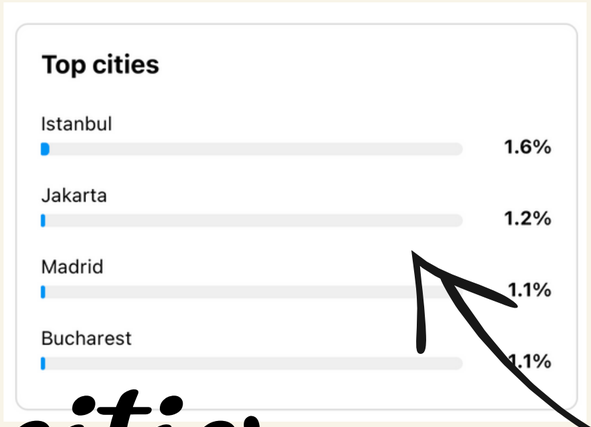
General insights about your Business Profile are accessible from your **Professional Dashboard**



accounts reached
accounts engaged
total followers

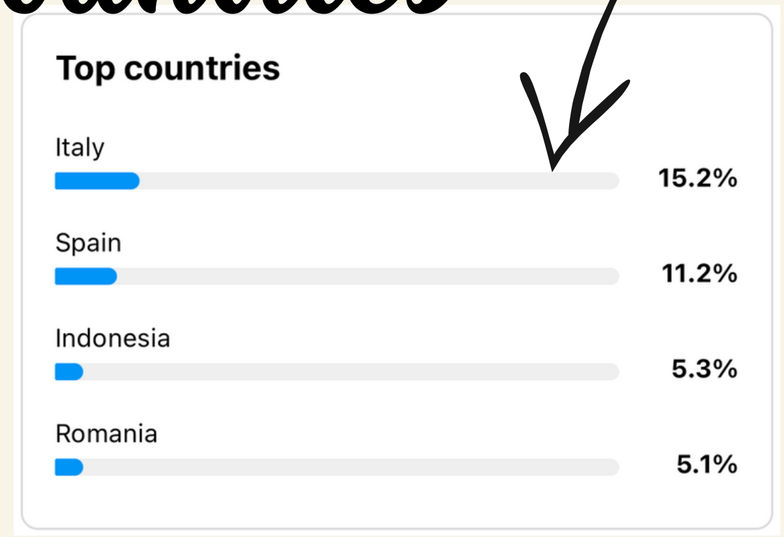
accounts reached
accounts engaged

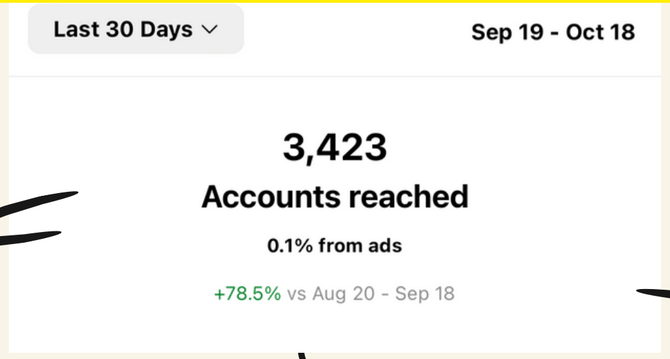
followers and non

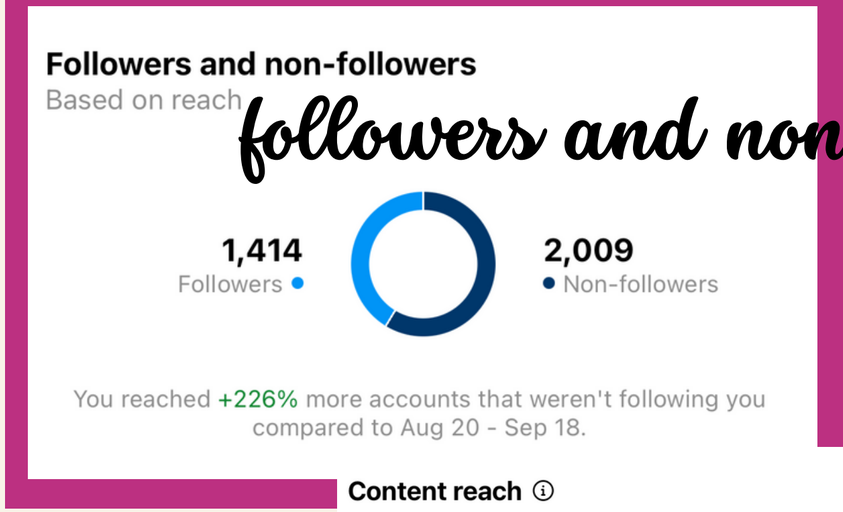


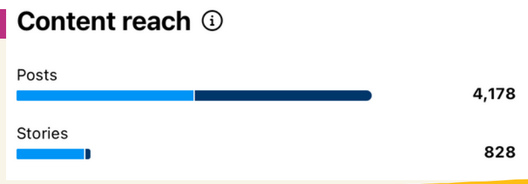
cities

countries

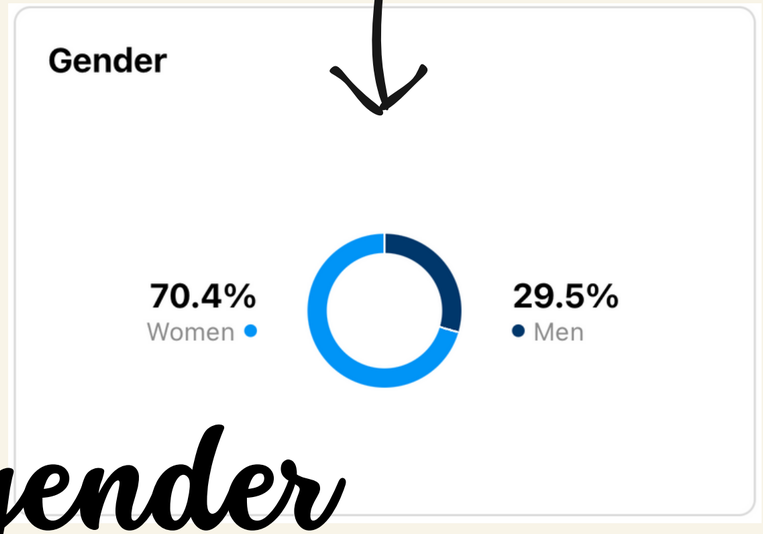




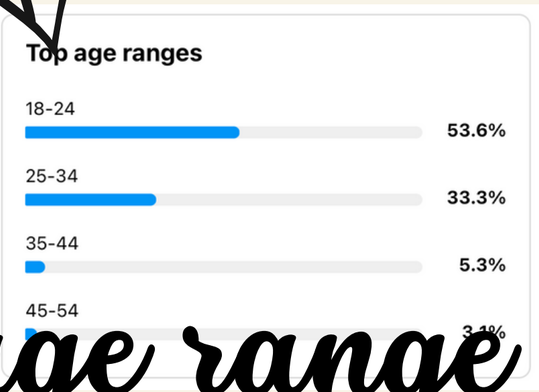




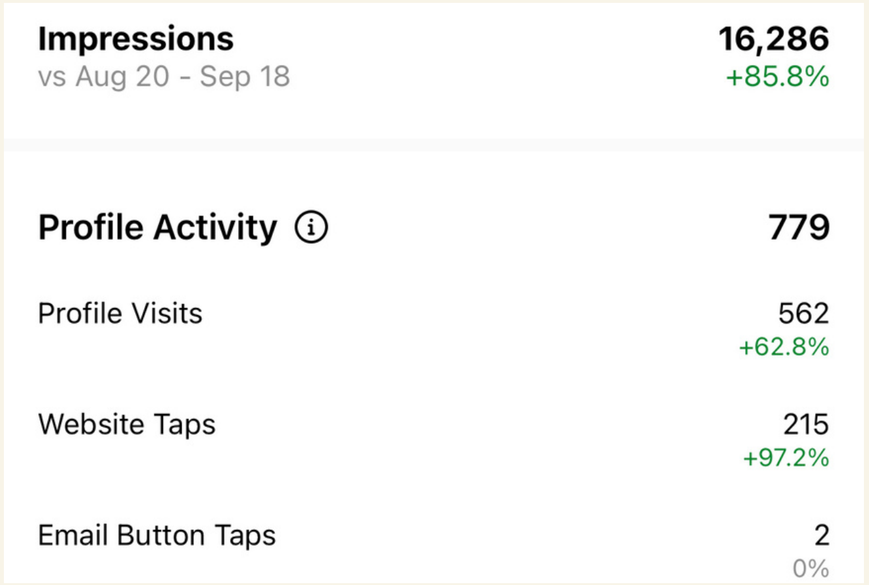
top post, reels, video, and stories



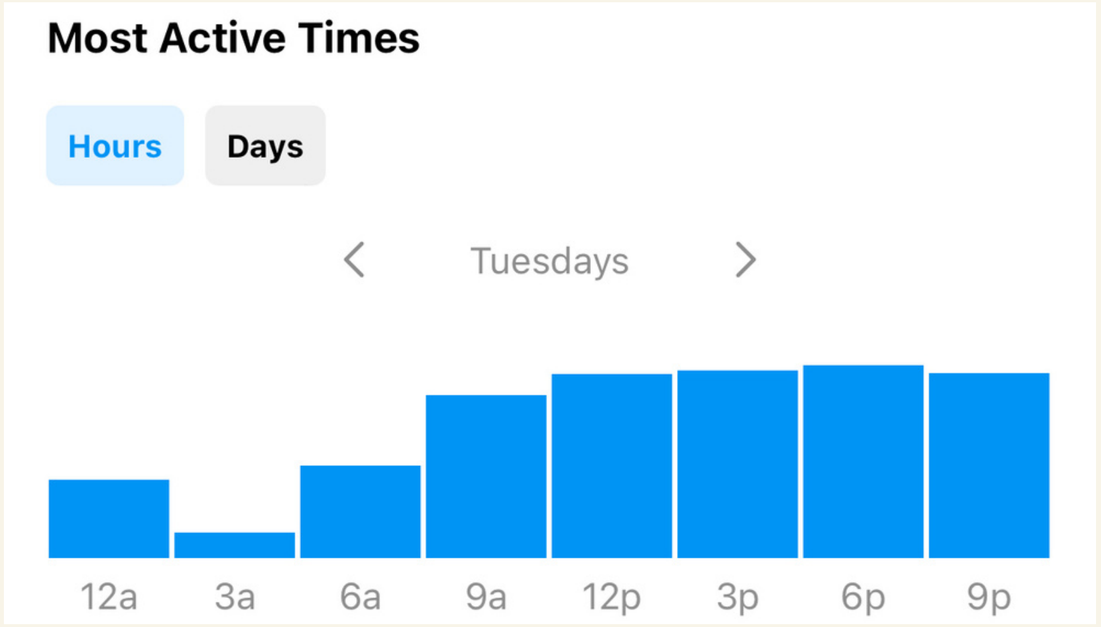
gender



age range



impressions
profile visits
website taps
email button taps



when your audience is mostly online

number of followers

growth

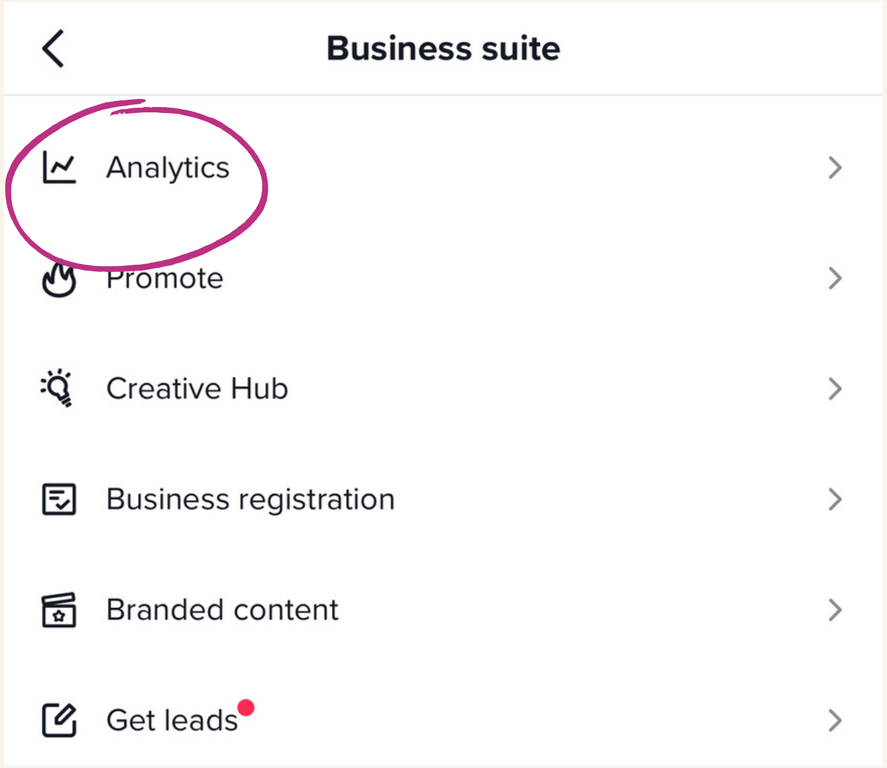
age range

most active times

top locations

gender distribution

Settings > Business Suite > Analytics

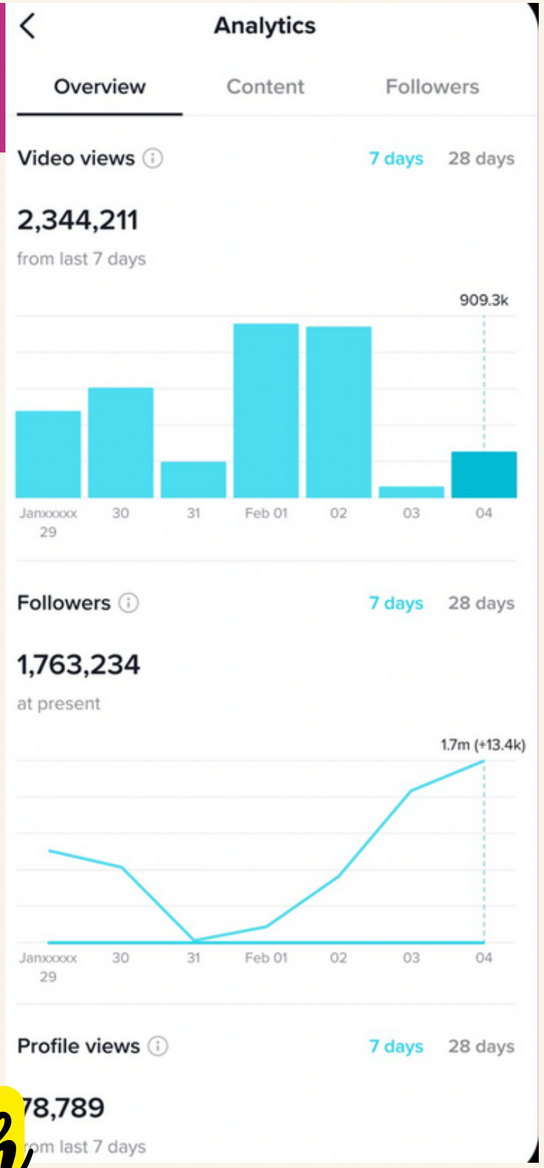


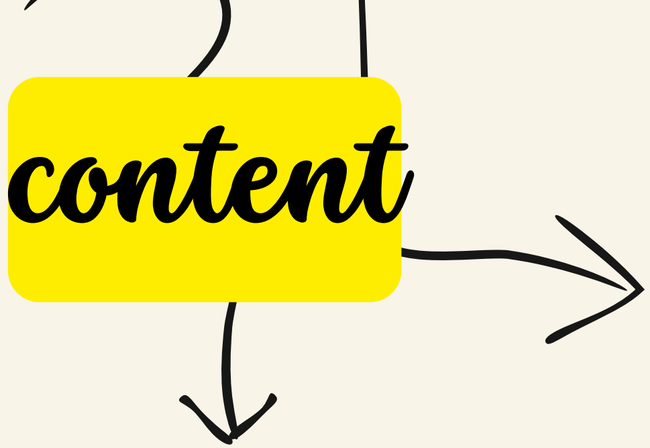
Last 7, 28, 60 days
Custom

engagement

video views
profile views
likes
comments
shares

followers growth





content

trending videos

the top 9 videos with the fastest growth in view numbers over the past 7 days

video posts

live

followers

total followers
new followers
growth rate
gender
top territories
follower activity

tot viewers count
replays
violations
watch time

thanks for participating!

TONE OF VOICE AND ENGAGEMENT

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tone of voice

In branding work, people often think about how a brand looks visually, from fonts to colors to design styles. What is sometimes overlooked is **brand voice**.

Brand voice is the distinct personality a brand takes on in its communications.

why is it important?

*You can't only stand out on the basis of your visual content, logo or product features alone. Your **written content** needs that same **attention and consistency** you give to the other elements of your brand presence.*

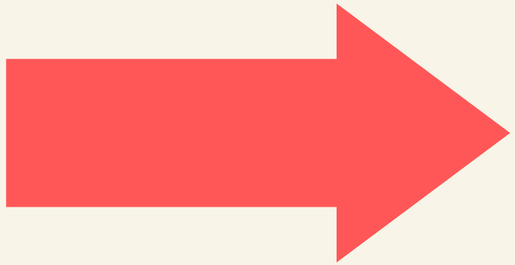
developing your tone of voice

Use the below tips to get started on figuring out what your brand voice is.

DEFINE YOUR **PERSONALITY TRAITS**, COMMON **VOCABULARY**, **BRAND PHRASES** AND GIVE **EXAMPLES**

THINK ABOUT **HOW YOUR AUDIENCE COMMUNICATE** AND STAY IN LINE WITH THAT

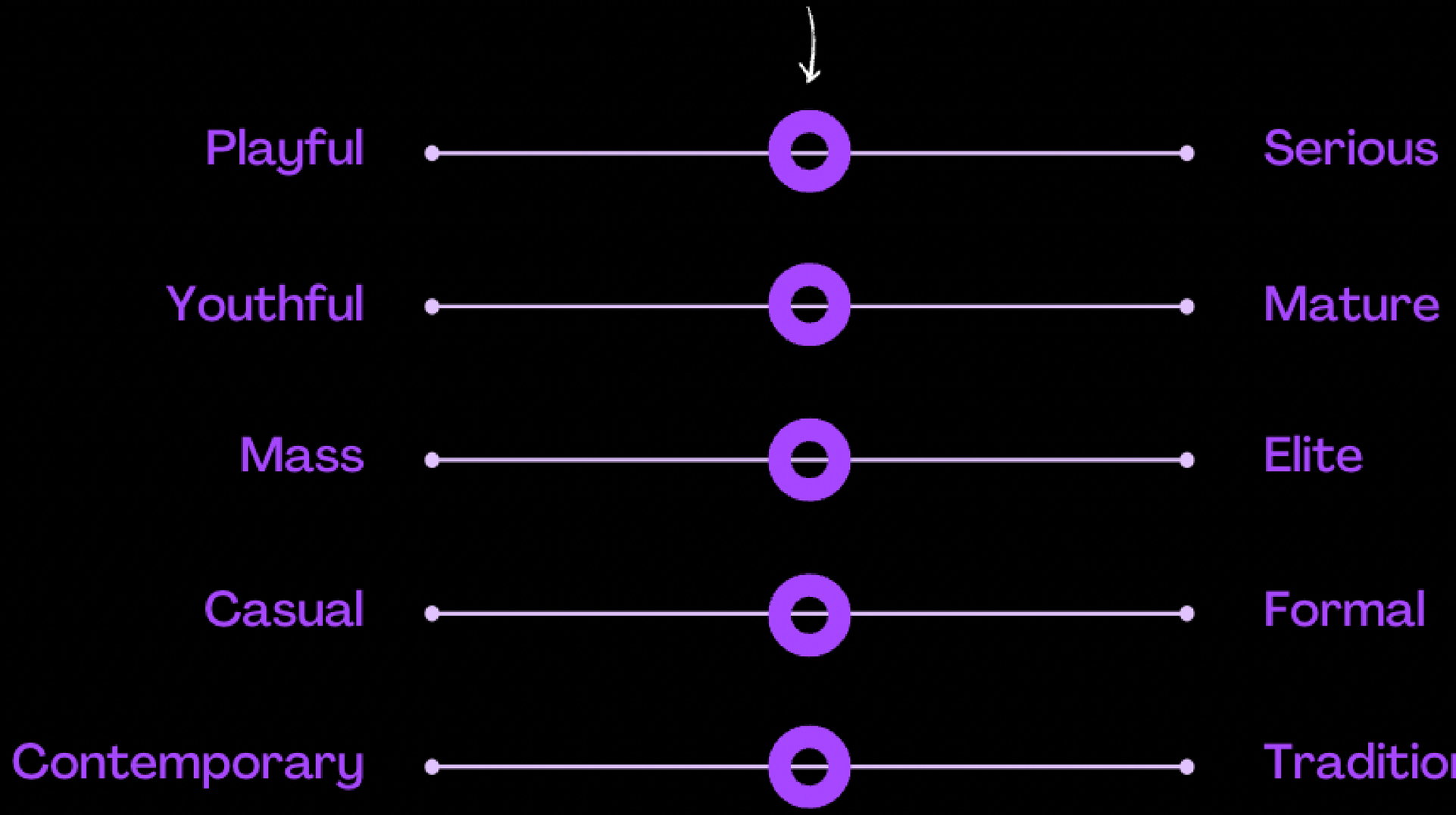
DON'T FORGET THAT TO DIFFERENT AUDIENCE PERTAIN A DIFFERENT TONE OF VOICE



IDENTIFY YOUR TONE OF VOICE

Brand personality spectrum

Drag the sliders to where our brand sits on the spectrum below.



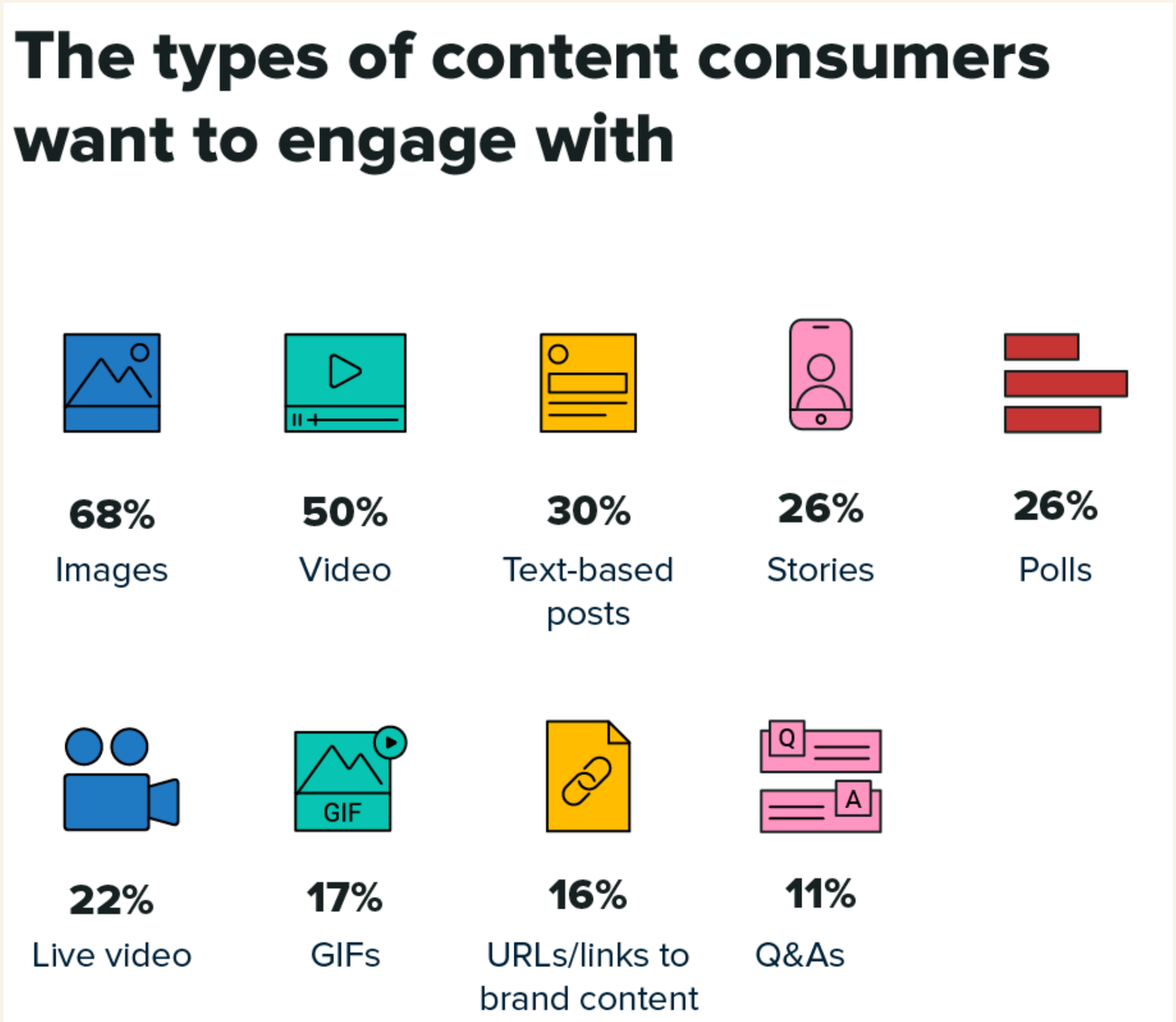
engagement

Social media engagement is **the measurement of comments, likes, shares and save.** Of course you want to rack up your followers, but ultimately, **the greatest measure of social media success is an engaged audience, not just a big one.**

it's quality, not just quantity, that you should be striving for

why is it important?

*positive brand experience = develop **meaningful relationships** with new and potential future followers.*



THE **HIGHEST ENGAGING** CONTENTS ARE COMMONLY SHORT **VIDEOS**

IMAGES STILL PLAY A BIG ROLE, ESPECIALLY ON INSTAGRAM AND FACEBOOK

engage your audience!

Once you know who is following you and why you want to reach them, it's time to think about ***what you want to tell them and how you want to interact with them***

POLL

CONTEST

Q&A

ASK QUESTIONS

SHARE INFORMATION

LET THEM ASK YOU QUESTIONS

QUIZ

CROSSPROMOTION

Q&A

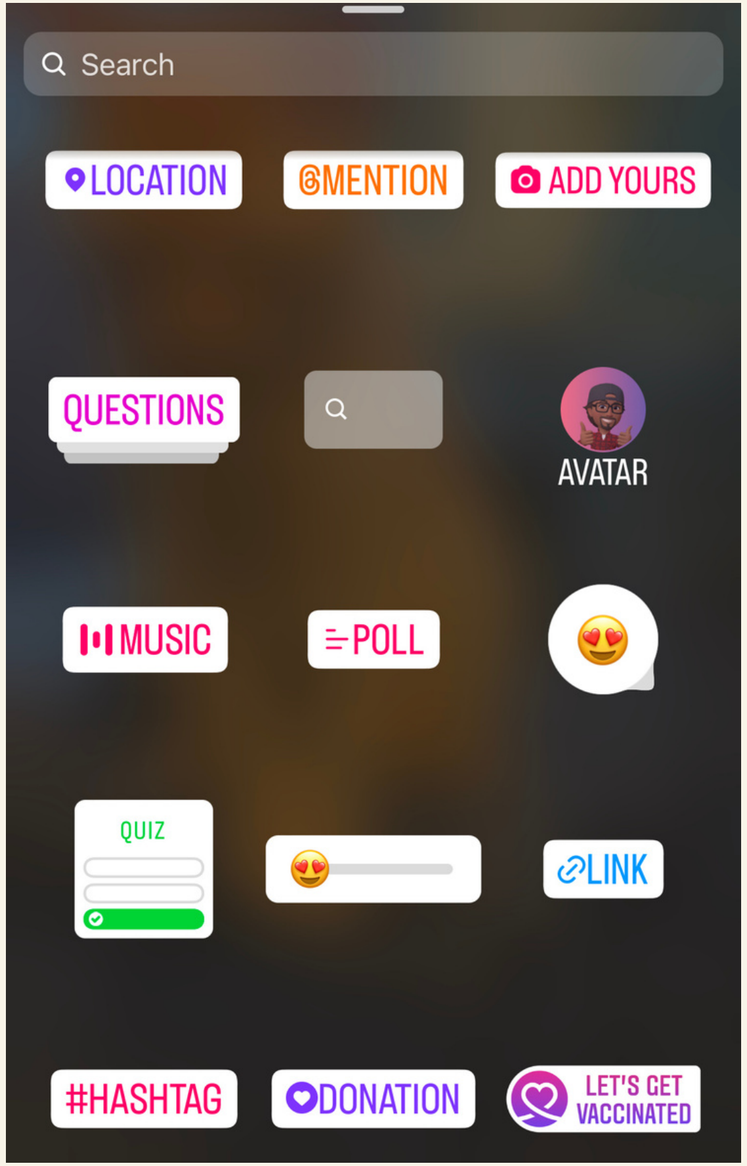
ASK QUESTIONS

SHARE INFORMATION

USE TRENDS

SHARE KNOWLEDGE

SHOW-OFF

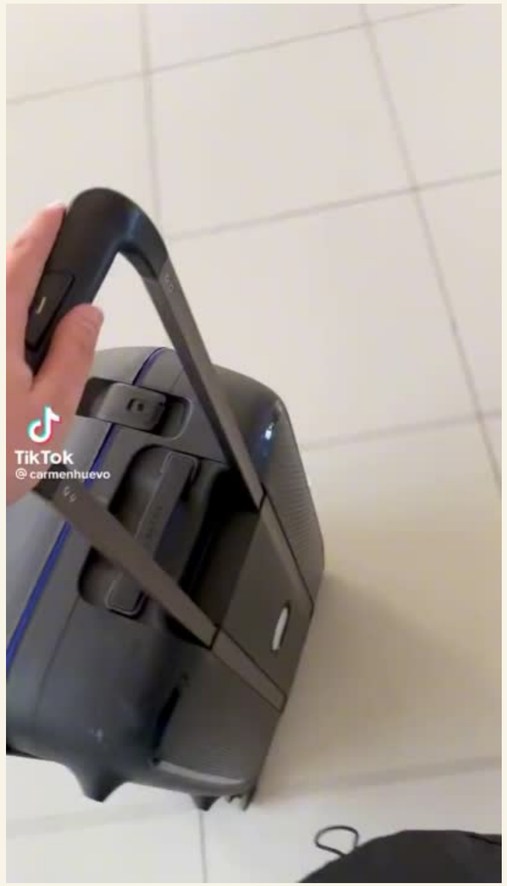


instagram story

what-we-do post

info slide-post

using a trend to show-off a youth exchange



documenting a youth exchange

informative video about esc

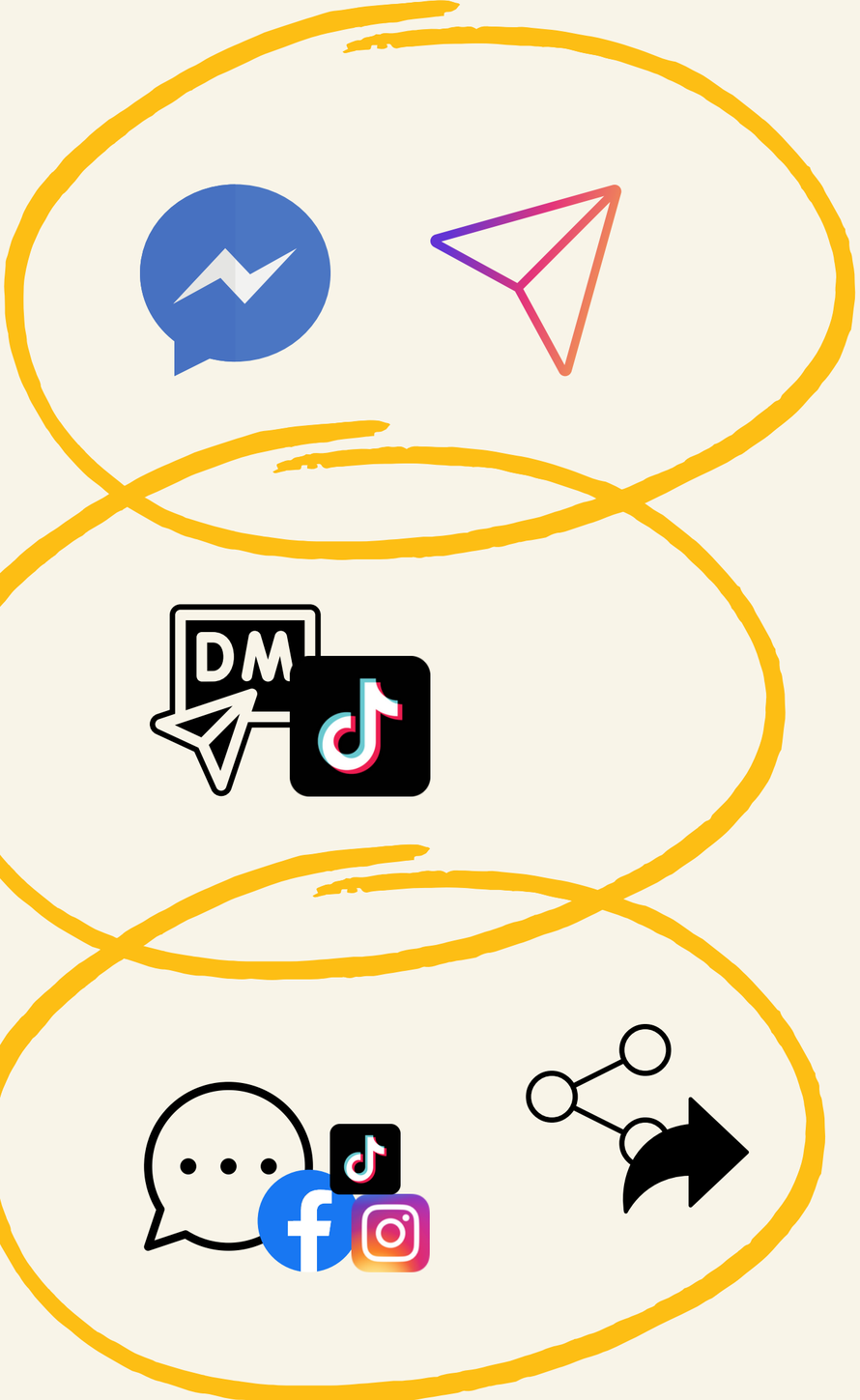
communication and follow-up

ONCE YOU HAVE PUT OUT THERE YOUR HIGH-ENGAGING CONTENTS, IT IS IMPORTANT **NOT TO LEAVE THEM FOGOTTEN**

PRACTICE BOTH REACTIVE ENGAGEMENT AND PROACTIVE ENGAGEMENT.

*When you're reactive, you're **answering direct messages, incoming mentions or comments**.*

*When you're proactive, you're **the one sparking conversation with people who may be talking about you**, but haven't necessarily sent messages to you directly.*



CHECK YOUR **INBOX** DAILY

REPLY TO COMMENTS AND MESSAGES AS FAST AS POSSIBILE

COMMENT, SHARE, AND LIKE OTHER PROFILES ACTIVITIES

JUMP INTO A CONVERSATION THAT IS ALREADY HAPPENING

group activity

Focus Groups

DISCUSS IN 2 GROUPS HOW TO: ENGAGE YOUR AUDIENCE ON SOCIAL MEDIA AND HOW TO ENGAGE YOUNG PEOPLE INTO YOUR ORGANISATION

thanks for participating!

CONTACTS

ASSOCIAZIONE DI PROMOZIONE SOCIALE JOINT - ITALY | HTTPS://ASSOCIAZIONEJOINT.ORG/

OPEN SPACE FOUNDATION - BULGARIA | HTTP://WWW.OPENSPACEBG.COM

ASOCIATIA HAIR REDIVIVUS BUZAU - ROMANIA

SFERA INTERNATIONAL - THE REPUBLIC OF NORTH MACEDONIA | HTTP://WWW.SFERAMACEDONIA.ORG/

MITTETULUNDUSUHUNG PROGRESS CENTER - ESTONIA | HTTP://PROGRESSCENTER.EU/

FUNDACJA ARTYSTYCZNA PERFORM - POLAND | HTTP://WWW.PERFORM.ORG.PL/

YOUTHFULLY YOURS SK - SLOVAKIA | HTTP://YOUTHFULLYYOURS.SK/

YE TOO PONESE - SPAIN | HTTP://WWW.YETOOPONESE.NET/

INFINITY GREECE - GREECE | HTTP://WWW.INFINITYGREECE.COM/

PEACEWORKS SWEDEN - SWEDEN | HTTP://WWW.PEACEWORKS.SE/