

# PAST-TIMES



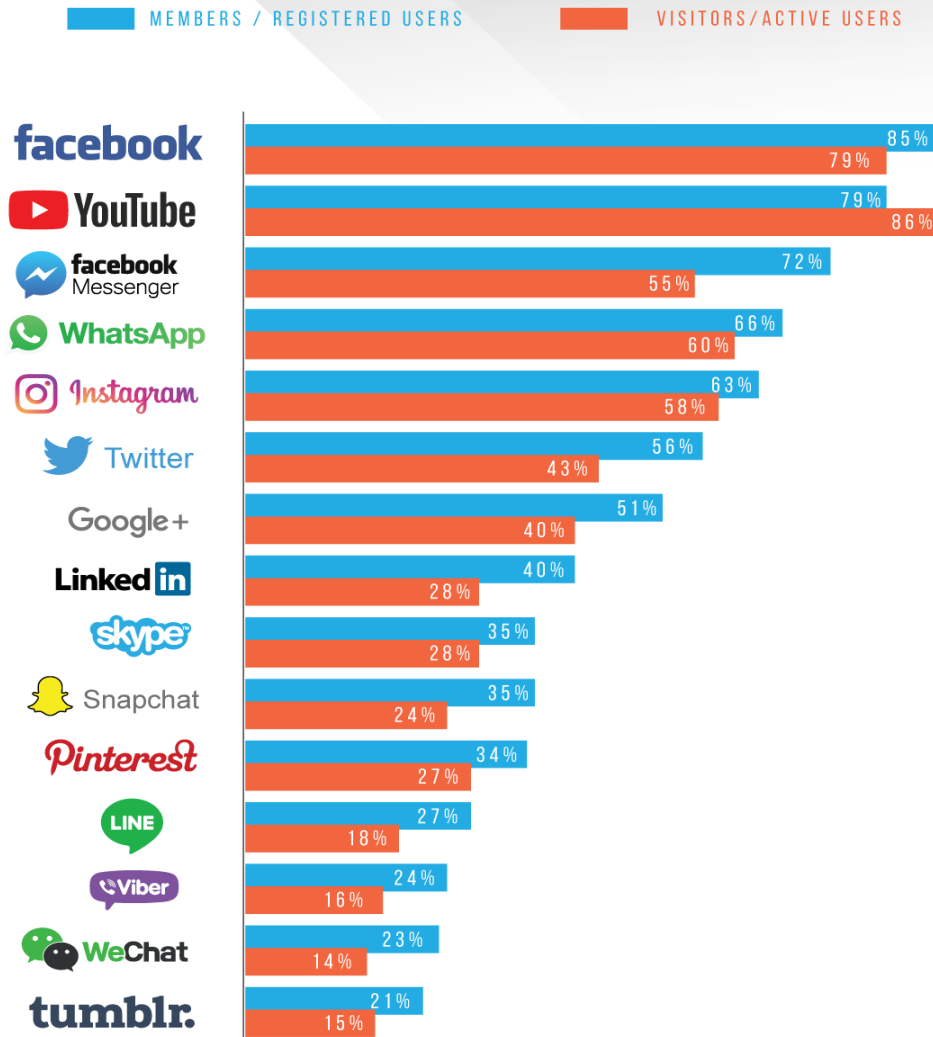
Module 5 – A Social Media introduction and characteristic

# Module 5: A Social Media introduction and characteristic

## Unit 1 : Know your tools and adjust them to your needs

*Most popular social media portals*

# TOP 15 MOST POPULAR SOCIAL NETWORKS



# The Different Types Of Social Media Platforms

- ▣ Social networking (Facebook, LinkedIn).
- ▣ Microblogging (Twitter, Tumblr).
- ▣ Photo sharing (Instagram, Snapchat, Pinterest).
- ▣ Video sharing (YouTube, Facebook Live, Vimeo).

## Social networking



- ▣ Almost all content format works great on Facebook — text, images, videos, live videos, and Stories. LinkedIn is a professional social media site where industry experts share content, network with one another, and build their personal brand.

## Microblogging



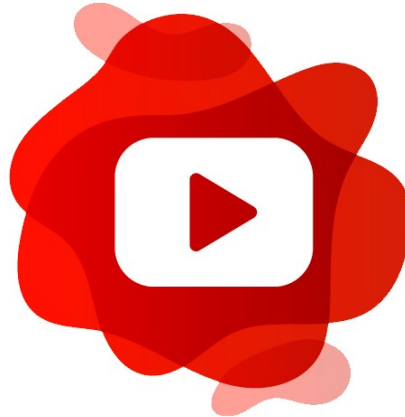
- ▣ Platforms like Twitter and Tumblr can be often used outside of the blogosphere. Twitter in particular has many accounts that have been set up by companies, organizations, media outlets, celebrities, politicians, etc. Users of both networks share different types of content (news, links, images, videos).

## Photo sharing



- With image sharing platforms, visual aspects are put at the forefront: the focus here lies on publishing photos and videos; comments play a smaller role. What counts the most are entertaining posts that leave a strong and lasting visual impression on target groups.

## Video sharing




- ▣ The video portals let individuals gain hundreds of thousands of subscribers — innovative ideas are awarded on these channels, allowing some to turn their hobby into a career and make money.

# Module 5: A Social Media introduction and characteristic

## Unit 2 : Content and security wise

*Define your strategy*



Websites and applications that enable users to create and share content or to participate in social networking



Making content available

## SOCIAL MEDIA STRATEGY FOR DISSEMINATION

Action plan aimed at achieving specific objectives

# Tweeter

- Hashtags to increase tweet searchability and virality
- Circulating in-depth content from the website
- Event backchannel – useful to engage in conversation
- 280 characters limit



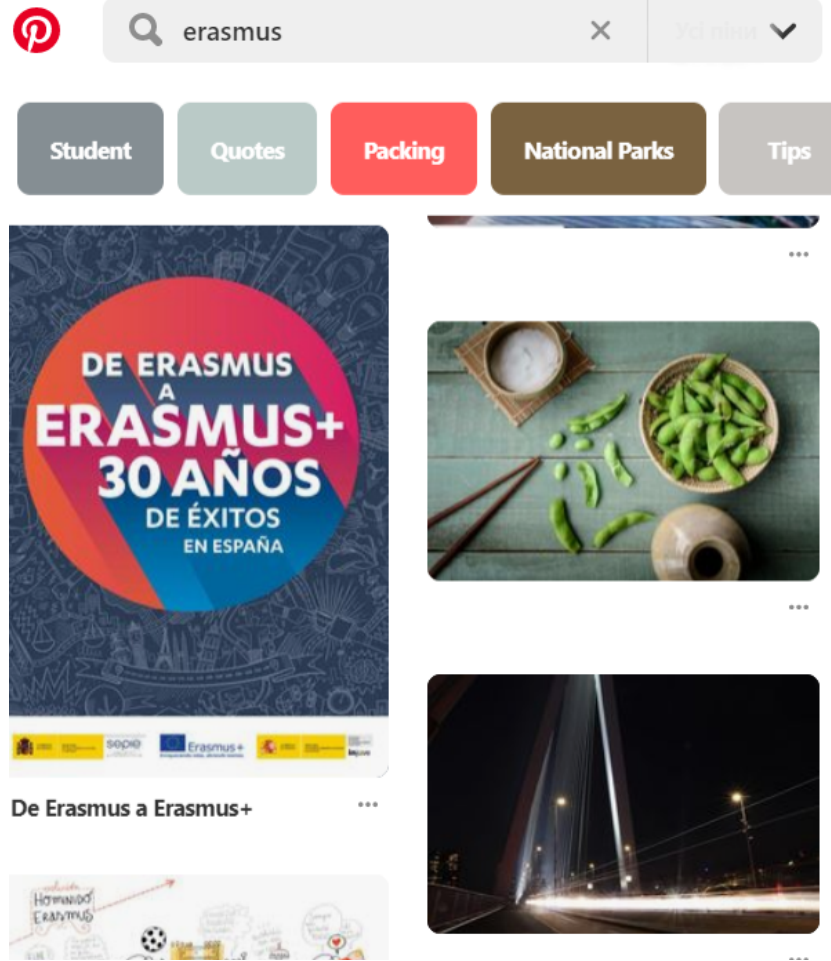
# Facebook

- Most popular
- Useful to publicize events and news
- Live chats
- Integration with Scoop.it
- Hangouts



# Pinterest

- Disseminating research results with a visual approach to combine existing content



## Action plan

- Specify the target audience
- Identify the main goals you want to achieve with Internet and social media tools
- Specify the task in relation to the audience and the goal
- Identify the resources needs (human & material resources)
- Determine the timeline of the activity
- Set the monitoring mechanism upfront

## Social media advantages

- ▣ Stability over time

Social media landscape is quickly evolving and many free tools either expire or change their policy;

- ▣ Familiar interface

Popular social media provide an interface target users are already familiar with and signed-up to;

- ▣ Account federation

Many social media allow to log onto third-party applications with their existing identity, so that people do not need to sign up separately.

## Social media limitations

- Sometimes less is more

Maintaining many social media channels can be too demanding;

- Backup of social media content

Possible loss of materials if the social media fails

- Cautious plans for indicators;

Cautious plans for indicators to set objectives it can be useful to benchmark performances ;

- Internal policy

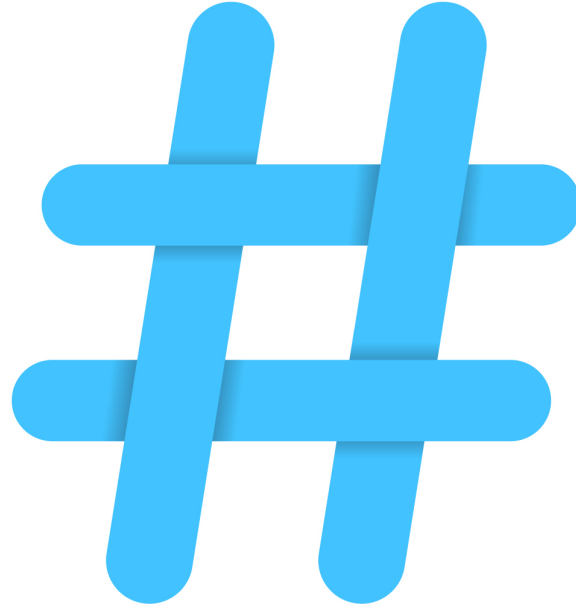
Consider possible internal social media policy and terms of use of each chosen social media.

## Tips to increase the impact of social media



- ▣ Provide connections among dissemination channels

## Tips to increase the impact of social media



- ▣ Use keywords, hashtags, and tags to increase content virality

# Module 6: Content Creation and Self-Learning

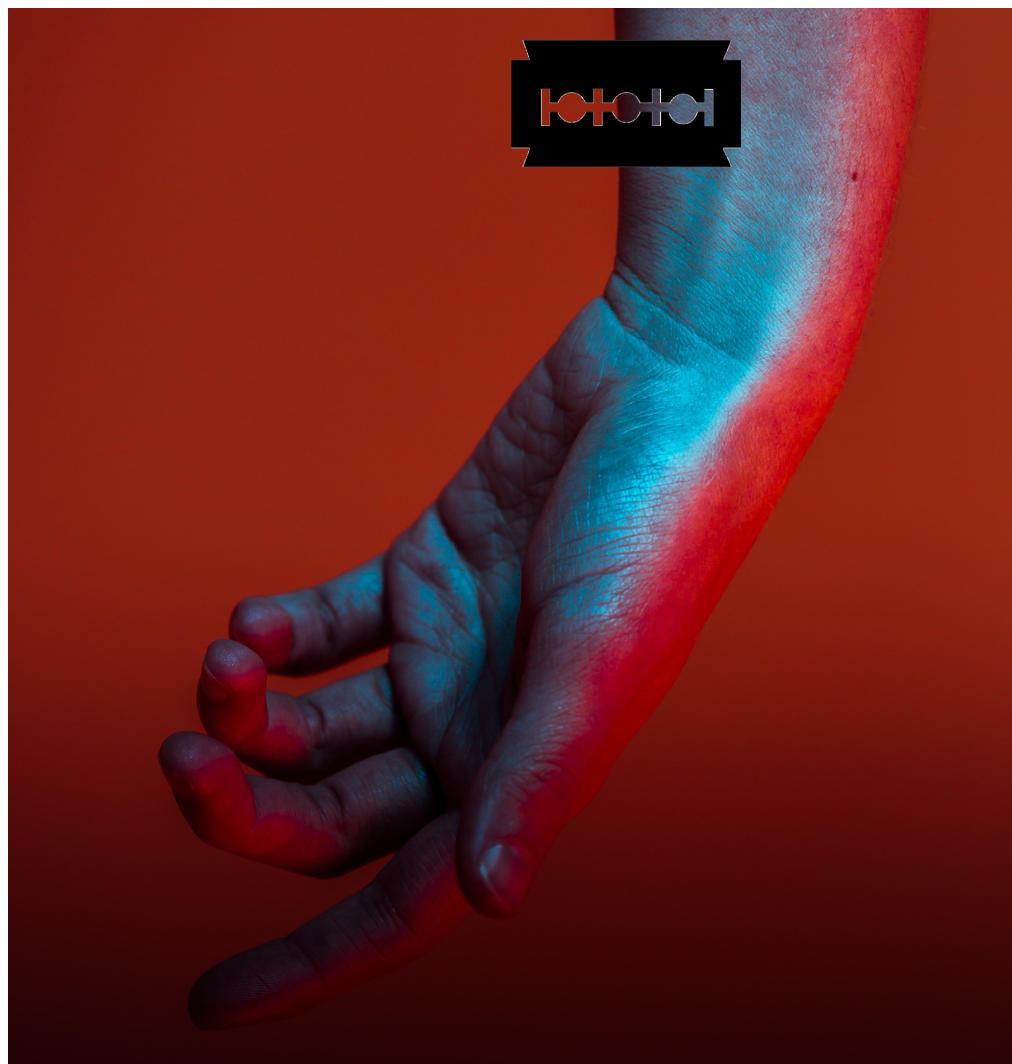
## Unit 1 : Create a good post

*Analyse posts content*

## Eating disorder content & pro-anorexic „skeletal” posts



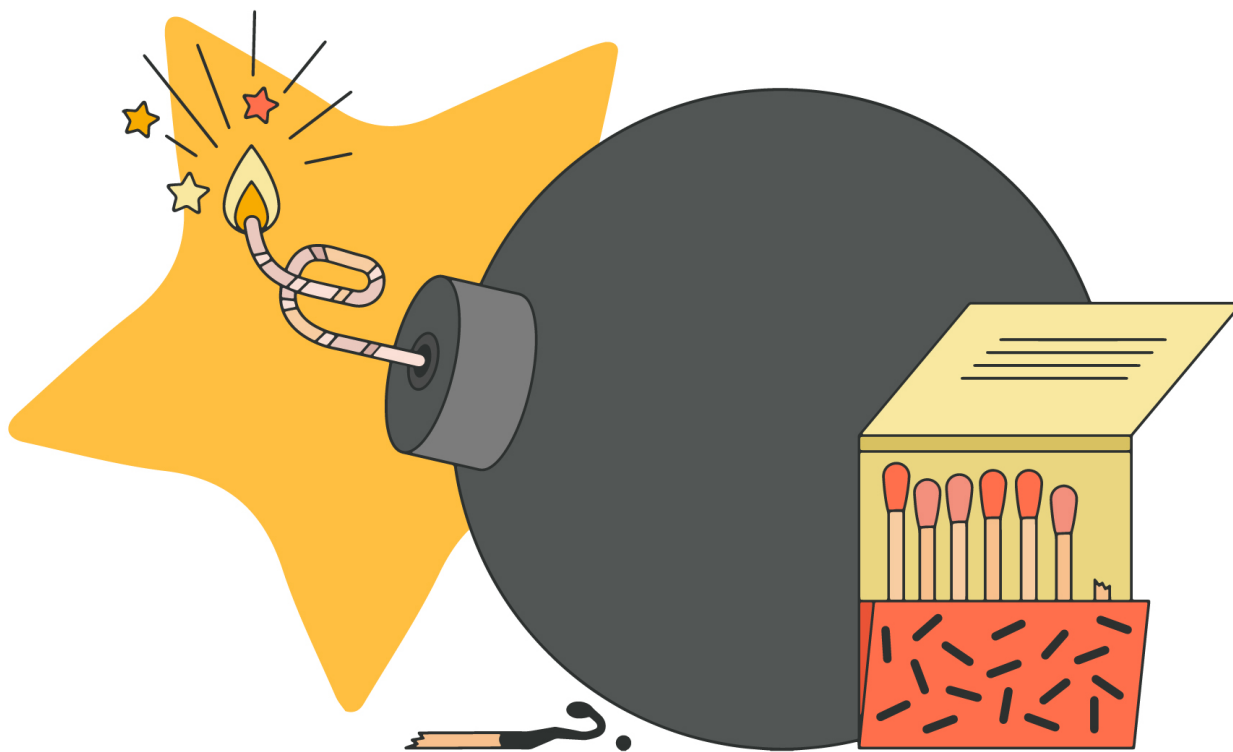
## Self-harm and suicide content



Adult only content



## Material related to terrorism



# Cyberbullying (hate speech, racial & ethnic discrimination)



## Content related to child abuse



## Commercials/content related to alcohol and drugs



## Open Badges for the Validation of Youth Work



# BADU

## WHY OPEN BADGES?

- Recognition of youth work and non-formal learning/education has been regularly on the agenda of European youth work being one of the main priorities of the EU Youth Strategy
- European Portfolio for youth leaders and youth workers (2006, revised in 2014) and the Youthpass have been developed in order to foster formal recognition.
- Open badges innovate the recognition, validation and the communication processes for key competences acquired in different contexts

## WHAT IS AN OPEN BADGE?



- ▣ A digital representation in the shape of an icon or a medal issued to prove a person's competence and/or achievement.

- Competence is the “ability to do something successfully or efficiently”. The term is often used interchangeably with the term ‘skill’, although they are not the same. Two elements differentiate competence from skill, and make competence more than skill. When one person is competent, they can apply what they know to do a specific task or solve a problem and they are able to transfer this ability between different situations.



**Knowledge:** This dimension refers to all the themes and issues you know or need to know about to do your work. This is the 'cognitive' dimension of competence. It is commonly associated with the 'head'.



**Skills:** This dimension refers to what you are able to do or what you need to be able to do to do your youth work. This is the 'practical' or skills dimension of competence. It is commonly associated with the 'hands'.



**Attitudes and values:** This dimension of competence refers to the attitudes and values you need to espouse in order to do your work effectively. This dimension of competence is commonly associated with the 'heart'.

## IN WHICH SETTINGS CAN OPEN BADGES BE ACQUIRED?

- ▣ Volunteering
- ▣ Internships/Traineeships
- ▣ Youth Mobility Projects
- ▣ Non-formal learning
- ▣ Professional youth work

## WHAT DO THE BADU OPEN BADGES CONTAIN?



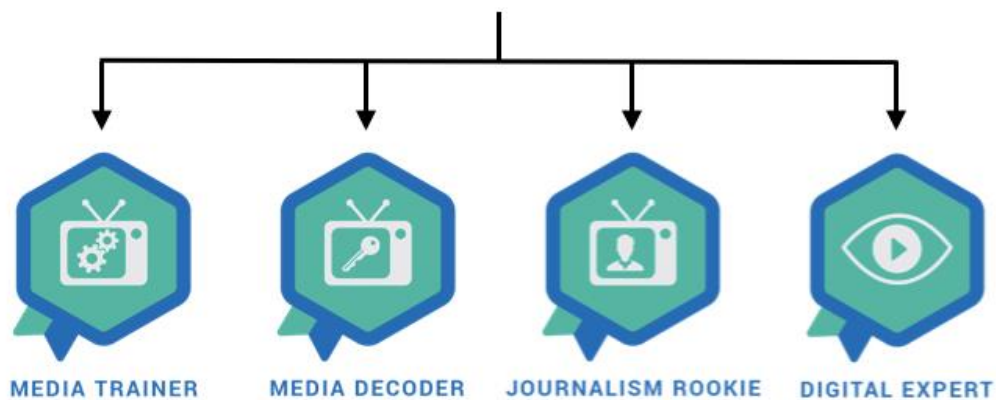
- ▣ Badge name
- ▣ Description
- ▣ Learning targets
- ▣ Performance Requirements
- ▣ Date of issue
- ▣ Name of the issuer

## WHAT MAKES THE BADU OPEN BADGES UNIQUE?

- It is a badge system that:
  - covers youth workers' competencies
  - is based on quality standards
  - allows youth organisations to issue and award open badges to youth workers after youth workers' have fulfilled certain tasks, learning experiences etc.
  - allows youth organisations to create new open badges

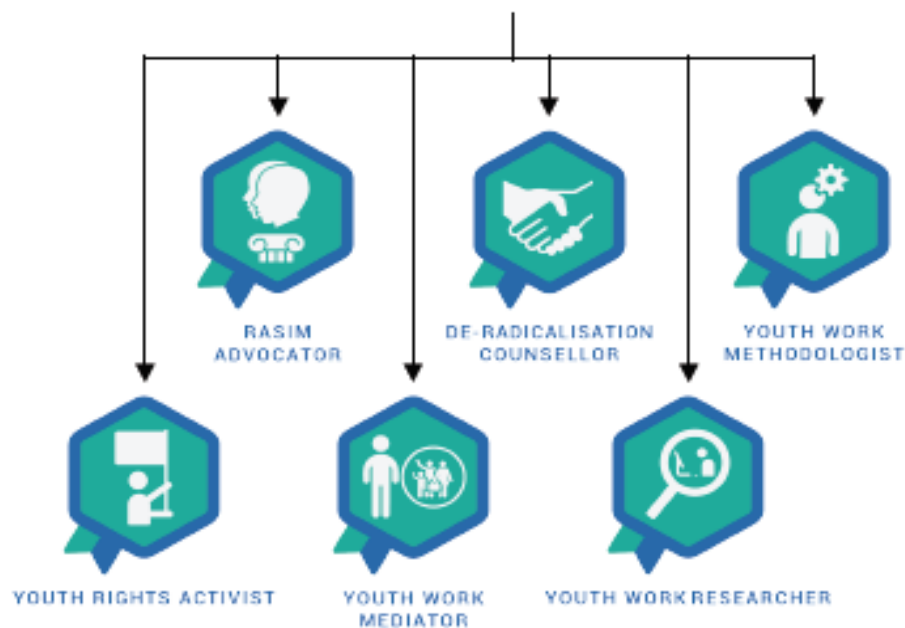


## MEDIA EXPERT





## YOUTH WORK EXPERT



## Non-formal learning



**TEAM PLAYER**

## Youth Mobility



**ACTIVE EU CITIZEN**



YOUTH WORK  
METHODOLOGIST

## Youth Work Methodologist

Description: Youth Work Methodologist badge demonstrates the ability to use different methods which foster personal and social development as well as the inclusion of young people from different backgrounds.

### Knowledge:

Understanding the “basics” of youth work (definitions, scope, objectives, actors, history)

Knowing development-appropriate methods based on an understanding of youth dynamics and sub-culture (e.g. youth cultural activities, outreach youth work, community work, gender specific work, adventure education, group work etc.)

## Youth Work Methodologist

### Skills:

- Being able to support and work effectively with youths from different backgrounds
- Being able to build a framework for youth work (identifying key issues, priority areas and themes)
- Being able to support the implementation of activities that promote the best interests of young people
- Being able to apply a professional Code of Conduct, Ethics and Values
- Being able to apply participation methods to reach the target group

### Attitudes:

- Showing equal respect and tolerance towards all young people

### Performance Requirements:

Participants have to successfully accomplish the following tasks before the BADU Open Badge will be issued.

### Minimum standards:

- Having successfully completed an entire learning activity (training course, seminar, online course, workshop etc.), a voluntary programme/internship
- Self-evaluation
- Assessment session with the trainer/mentor

### Additional Tasks:

- Case Study
- Conducted one workshop on the topic of the activity with youth within 2 months after the activity
- Conducted critical incident analysis
- Problem Solving and simulation games on the specific topic of the activity
- Reflection exercises
- Scored at least 80% on the final test

## METABADGES – 9 MAIN COMPETENCES

- Group & Individual Trainer
- Media Expert
- Civic Participation Master
- Youth Work Expert
- Voluntary Project Expert
- Intercultural Moderator
- English Pro
- Europe Specialist
- Project Manager

## YOUTHPASSES – 8 KEY COMPETENCES

- ▣ 1) Communication in mother tongue
- ▣ 2) Communication in foreign languages
- ▣ 3) Mathematical competence and basic  
competences in science & technology
- ▣ 4) Digital competence
- ▣ 5) Learning to learn
- ▣ 6) Social and civic competence
- ▣ 7) Sense of Initiative & Entrepreneurship
- ▣ 8) Cultural awareness & expression



## OUTCOMES OF THE BADU PROJECT

- 50 digital open badges
- An online platform
- A guidebook providing instructions on how to use of open badges by youth organisations & youth workers
- A catalogue of best practices
- based on youth workers'
- experiences



## WHAT ARE THE ADVANTAGES OF THE OPEN BADGES FOR THE YOUTH ORGANISATIONS?

- Using a new innovative way of recognition and validation of youth workers' competences.
- Assisting youth organisations in the evaluation of learning outcomes.
- The youth workers/volunteers' personal and professional development have a positive impact on the youth organisations they are involved in.
- The visibility and reputation of the youth organisations that are badge issuers increase.

## WHAT ARE THE ADVANTAGES OF THE OPEN BADGES FOR THE YOUTH WORKERS/VOLUNTEERS?

- Europe-wide recognition, validation and visibility of their competencies by sharing the badges on social media platforms or websites
- Promotion of youth workers' mobility and non-formal learning on European level
- Motivation to acquire new competencies ➔ self- and professional development

TO ISSUE & CLAIM BADU OPEN BADGES:

<http://www.badge-badu.eu/>

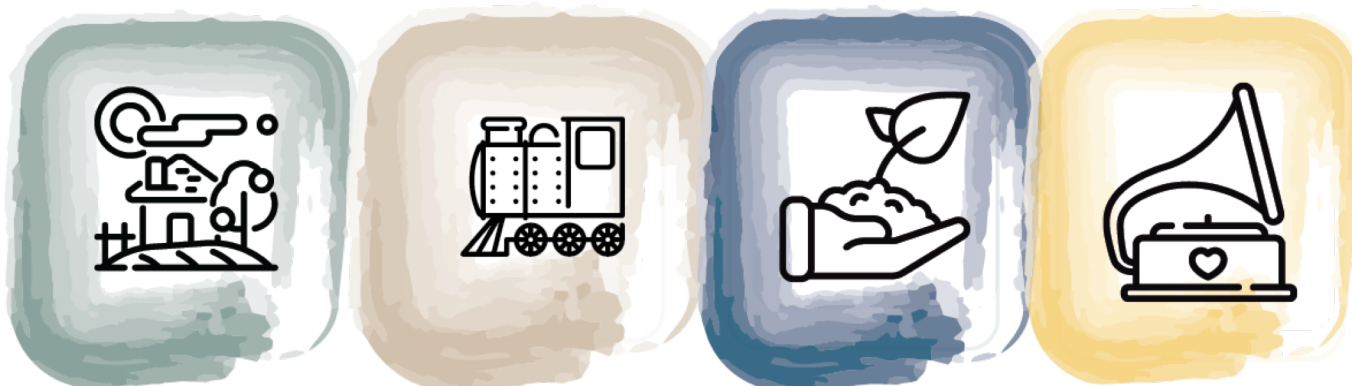


**TEAM PLAYER**



**ACTIVE EU CITIZEN**

# PAST-TIMES



inn<sup>o</sup>ventum



INNEO



S V E B ■  
F S E A ■



Erasmus+

**movetia**

Austausch und Mobilität  
Echanges et mobilité  
Scambi e mobilità  
Exchange and mobility

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