



Project “Social Advertisers” is a Training – Seminar that took place between 30th August and 8th September 2017 in Puduri, Kegums, Latvia.

The main goal was to raise the awareness to the social problems that we face in everyday life such as equality, inclusion, human rights, communication between genders and generations. Beside that we developed skills of youth workers in the area of social media and digital technologies like: internet, photography and video making. In combination of above-mentioned came a great result - opportunity to start using new methods and technologies in social work and become more visible.

There are several issues common to all of the organizations that need addressing, many of them concerning the inefficiency of their work in terms of audience and young people engaged. Thus we decided to organize a training-seminar for youth workers working in different fields of social issues to help them promote their activities, disseminate the results in a more professional and attractive way and as a result – to engage more active young people in their work and bring attention of a wider public to the social issues of their local community and country.

During the days of activity 39 participants - youth workers developed their skills in youth work and social marketing. They deepen the sense of entrepreneurship and responsibility of their work among their target groups. They learned how to visualize the issues they are working on and how to engage their local community into their actions.

Due to improvement and professionalizing of their work they became more attractive and more influential in their community, thus they bring more attention to concerning social issues and engage more people in their work. The results of the project shared on social media platforms and websites. Beside them, this handbook released and include all the outcomes of the project, good practices and learning methods. The entire outcome serve as a basis for future cooperation among participants who will find potential future partners working in the same field of interest.



Erasmus+

Erasmus+ is the European Union programme for education, training, youth and sport. It runs for seven years, from 2014 to 2020, with organisations invited to apply for funding each year to undertake creative and worthwhile activities.

Erasmus+ aims to modernise education, training and youth work across Europe. It is open to education, training, youth and sport organisations across all sectors of lifelong learning, including school education, further and higher education, adult education and the youth sector. Its budget of €14.7 billion will provide exciting opportunities for over 4 million Europeans to study, train, gain experience, and volunteer abroad.



Jaunatnes starptautisko
programmu aģentūra

Agency for International Programs for Youth is subordinated to the Minister of Ministry of Education and Science of the Republic of Latvia. The objective of the Agency is to promote youth voluntary service, activities and mobility (e.g. with EU, Eastern Partnership, MEDA countries, etc.). The Agency implements non-formal learning and information programmes and projects targeted at youth and those working with youth, and supports the link between non-formal learning and lifelong education.

The Agency works according to State Administration Structure Law and Regulations issued by the Cabinet of Ministers of Latvia
(year 2012, 11th of December, Nr. 863)

The Agency gives possibility for youth to write projects, spreads interesting and useful information for youth about their possibilities in Europe, supports exchange of experience and ensures consultations about project writing.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

INTRODUCTION TO PHOTOGRAPHY



The main aim of photography is to use visualization to tell a story, to talk through pictures.

CAMERA CONSTRUCTION:

- Pentaprism or pentamirror
- Shutter-release button
- Viewfinder screen
- Viewfinder eyepiece window
 - Lens
 - Aperture
 - Mirror
 - Shutter
- Image sensor

PHOTOGRAPHY IS BUILT ON THE THREE PILLARS OF EXPOSURE:

- Shutter speed
- Aperture
- Sensitivity

Shutter and aperture are adjusting the amount of light that comes into the camera. Sensitivity of the medium determines the amount of light which is needed. Over the years that sensitivity has been expressed in various ways, most recently as ISO.



Camera lens is assembly of optic lenses. It is used in conjunction with a camera to make images of objectives on image sensor.

THERE ARE THREE TYPES OF LENS:

- Prime/zoom;
- Wide/normal
- Long-focus (telephoto)



INTRODUCTION TO PHOTOGRAPHY



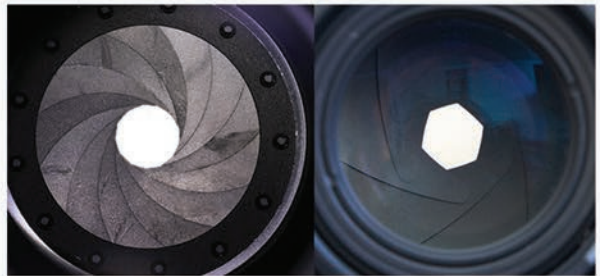
Focus is the adjustment of the distance setting on a lens to define the subject sharply. In a camera, this is effected by moving the lens bodily towards or away from the film or by moving the front part of the lens towards or away from the rear part, thus altering its focal length.



THERE ARE TWO TYPES OF FOCUS:

- manual
- autofocus.

Aperture/diaphragm is a characteristic of camera lense. **Field of view** is the number of degrees of visual angle during stable fixation of the eyes. **Focal length** influences the perspective, affects the field of view and distorts reality. **Rule of thirds**, space, light and shadow; rhythm and pattern; reflections; perspective; gestalt and content are the main means of composing.



f2.8

f5.6

f8

INTRODUCTION TO VIDEO MAKING

233min

● REC

A DUR 00:10:18

A: 35min

HQ 1080/60i

B: ---min

Z9

TLCS STD

Off

MF

W:P 5600K

ND1

F5.6 0dB

SHT: 1/60

CH1
CH2

CINEMATOGRAPHY CONSISTS OF A NUMBER OF RELEVANT ELEMENTS SUCH AS:

- Shot types (Full, medium full, medium, medium close, close, wide close-up, full close-up, medium close-up, extreme close-up)
- Framing
- Camera angles (worm's eye view, low view, neutral view, high view, birds' eye view)
- Camera movement (tilt, pan, dolly in, dolly out)



PAY ATTENTION TO EDITING RULES WHILE CREATING YOUR MOVIE:

- Cut on motion to hide an edit
- Cut shorter rather than longer
- Overlap action cuts by 3-4 frames
- Keep the continuity

INTRODUCTION TO VIDEO MAKING

HOW TO DEVELOPE MOVIE IDEAS

- Use the ideas people are interested in for targeting the audience. Take into considration the length, initial goals, the message and the uniqueness of the idea.
- Map out the idea. Think of what, why and how you are going to shoot.
 - Structure your movie: it should have a beginnng, a middle and an end.
 - Focus on the conflict of the story.
 - Develop a role description of characters.
- Design the storyboard, which contains camera height, camera angle and camera movement
- Make sure your team consists of director, director of photography, producer, art director and script supervisor.



IDEA

DISCOVERING SOCIAL MEDIA TOOL



Social media allows people to create and share generated content online in virtual communities and networks.



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE
♀ 68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1 BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **2.5 BILLION** PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING **PICTURES**

CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH **925,000** NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & **CONNECT**



79% OF USERS ARE **35** OR OLDER

240 MILLION ACTIVE USERS

TIPS & TRICKS

It is important to know your audience and define your target group.

This is possible with online and offline research and special social media function such as Facebook insights.

It is advised to have 10-15 postings a month, but it is depending on the target group.

For associations such as AIESEC, who's target are young people, postings can be even more recent, for example 2 postings a day.

Why? Young people are always online, almost daily.

Respond quick and qualified to feedback, don't leave any feedback or message unanswered

Invest in professional software for evaluation in order to know your audience

Make posts on special occasions and use them as a framework for the postings: International Women's Day, Christmas, etc.

Postings and information has to be important for the target group and differ, for example, on Facebook shouldn't be only text postings, but also infograms, videos and pictures. It is also advisable to connect different channels, for example, put YouTube links on Twitter, Instagram pictures on Facebook etc.

NONPROFITS AND...



ADVANTAGES of Social Networks

- ! Engaging sponsors into dialogue in order to build and maintain relationships
- ! New possibilities for organizations to connect with their sponsors by allowing them to receive real-time feedback and engage in conversations
- ! Influence and change in opinion of the target groups
- ! Positive image and reputation
- ! Presence and enhancement of brand / NGO Loyalty
- ! Response and action
- ! Online promotion of offline events



Percentage of Nonprofits in Social Networks



98%



48%



74%



74%

PARTNERS OF THE PROJECT



1) *"Apkabink Europa" from Lithuania is our good partner that work in a field of youth development and unemployment, so we are sure that they will use provided info fully. Competences that they gained during this project they will be able to use in their work directly.*

2) *EUDUCATE from Spain. We were with Antonio, the key staff, in many projects together, we know him as a great leader, good manager, and a person that lead his organization in a very active way. World needs such people and we believe that only best participants can join our training course from his NGO.*

3) *For this project we have "Stowarzyszenie Sztukater" as our partner from Poland. They are experienced in Erasmus+ activities, participated in more than 30 projects. Their main goals are promotion of arts and culture, organizing educational and cultural events, propagation of cultural, ethnic and sexual diversity, building ecological awareness, advocating human rights, and prevention of social exclusion. This is a 3rd project where we meet this NGO and its representatives. We truly like what they do and how they do it.*

4) *Partner from Germany – "Jugend, Bildung und Kultur". They were founded 8 years ago and all this time have active participation in a civil society. Their main topics are: bridge building, active citizenship, entrepreneurship, inclusion, interreligious dialogue, gender, migrants issues, intercultural dialogue, capacity building and leadership. Since in 3 different projects we met participants which were sent by this organization, we found out that it can be a good partner for us. Very motivated volunteers and members.*

5) *Youth Mobility Denmark – organisation and its president we know personally and cooperated before. Face of organisation is Christian Lowenstrom – person that works in social sphere for many years. His experience helped us several times in different tasks. His participation will be very productive for this project.*

6) *Estonian "Youth Europa" is an active organisation with a lot of members that participate in a local and international activities. Most of them are related to globalization, quality of life of European youth, We cooperated with them before and know that selection of candidates are really great. Trustful partner – our partner.*

7) *D.G.T Association is very active in the field of Erasmus+. They have realized more than 20 projects since 2012 and have a strong collaboration with Latvijas Jauniesu Atstibas Centrs. Their volunteers are passionate about Human Rights and have good experience in this field.*

APPLICANT AND HOSTING ORGANISATION

Latvian Youth Development Center

is a non-governmental organization with the main mission of enabling young people to develop themselves on personal and professional level.

Our aim is to solve most painful problems in our society, promote equality, breaking stereotypes and fight youth unemployment by organizing different development initiatives, projects, seminars and by utilising new media opportunities.



Our main objectives are:

- to develop personal and professional skills of young people by using non-formal education methods.*
- to create a platform of learning opportunities for people coming from rural and deprived areas of local community.*
- to increase the leadership potential of young people by organizing different workshops and seminars.*

Latvian Youth Development Center starts its work in the youth field in 2014 and focuses from the beginning on active promotion of youth projects and training courses, which are mainly sponsored by grants from Erasmus+ programme. The promotion of these diverse possibilities among the target groups is realized mainly through social media and internet opportunities. Our organization already acts as co-organizer of such projects and works effectively on implementation of further projects.

In cooperation with partners, Latvian Youth Development Center also works in the field of social advertisement, with special focus on creation of short films which draw attention to social topics. With help of such social advertisement it is possible to support the resolving of problems in our society and sensibilise the people towards social issues such as discrimination, homophobia, orphanage etc.



Aleksandrs Posts

The president and founder of Latvian Youth Development Center. Started his work in the youth and social field in 2010. Since then he managed to gain a big expertise in project management, organization and non-formal work with youth in Latvia, Norway, Denmark, Armenia, Georgia and Moldova. Besides participating in many projects, including the Youth in Action and Erasmus+ in countries such as Armenia, Georgia, Moldova, Italy, France, Spain, Denmark, Norway, Estonia, Lithuania and Latvia, Aleksandrs is also a trainer and coordinator of his own projects and holds administrative positions in organizations from Latvia, Norway and Moldova.



www.latjaunat.lv