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# DIGIHIKE TOOLKIT



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# DigiHike

Shaping sustainable local  
development in outdoor sports  
through volunteers' skills  
development

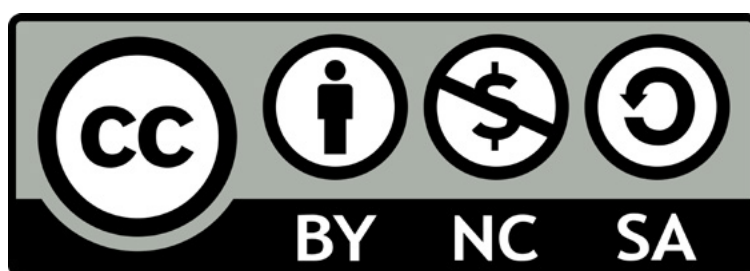
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# INTRODUCTION

Welcome to the DigiHike Toolkit!

We have developed this tool for voluntary staff of sport and local associations active in particular in remote and rural areas willing to use digital tools in the promotion of outdoor activities. But how all this works?

First, users should consider the DigiHike Toolkit as an instrument that goes hand-in hand with the [DigiHike Guide](#). The Guide and the Toolkit constitute in fact the basis of the DigiHike project which aims at the promotion of remote and rural areas through outdoor activities. And how is this possible? Necessarily by developing outdoor and trekking skills (the Guide) and digital skills (the Toolkit). Here we are at the beginning of the second and fundamental component of the DigiHike strategy: the Toolkit!

We started from [the needs analysis](#) in each partner country. The resulting Toolkit is based on learning outcomes so as to be applicable in different educational settings, by using the most relevant technologies, tools and strategies identified in the field research. It was then shaped on the local communities' necessity for the promotion of the outdoor activities and the environment. The Toolkit includes easy step-by step guidelines of the main tools and provides additional resources: priority has been given to open-source technologies and tools so as to facilitate the use.

Given the focus on the development of the digital skills, each of the core sections of the Toolkit has been mapped onto the [DigiComp 2.2](#). In this way, we attempt to standardize the competence framework for the digital skills necessary for the promotion of outdoor activities and facilitate the transferability of the results to other European countries.

Let's dive into the Toolkit and have a closer look at what you will find inside:

- An overview of the DigiHike strategy and methodological approach behind the Toolkit
- The Importance of digital communication
- Use of social media
- Content Management System
- The Power of Digital Photography
- Basics of Graphic Design
- Digital Fundraising and Crowdfunding

This Toolkit functions as training guidelines for dedicated workshop that will empower trainers and volunteers in boosting the educational process. Each of the areas is built in a way so that the users will find inside a theoretical part on the topic proposed, a practical part where the reader is introduced to a specific tool, exercises to put in practice what has been learnt and finally a list of OERs and tools. So, no matter if you are an educator, a volunteer, a youth worker or a local community representative, you can use the DigiHike Toolkit as a whole training package or for a specific learning experience based on one of the modules.

Let's jump into the Toolkit and make the best of the power of digital tool for the outdoor!





# THE DIGIHIKE PROMOTION STRATEGY

## **Why do I choose my small town (or territory)?**

Currently, in the period that cannot yet be defined as post-Covid, due to the pandemic, people feel the need to return to normal life. The natural environment and less crowded locations are among the most popular destinations for people who want to take longer or shorter holidays, in order to recharge their “batteries” worn out by two years of confinement at home and extreme care in their relationships with other people.

Bearing this favorable conjuncture in mind, those who wish to promote a particular place, either because they live there or because they feel linked to that area, should not fall into the trap of thinking that the current trend is sufficient to successfully crown our initiative to promote and enhance the places we are linked to.

It is necessary to keep in mind that there are millions of possible destinations around the world and all of them could be equally interesting. To ensure that our place generates real interest in the eyes of our possible “customer”, we must proceed to a careful evaluation of what our territory has to offer, and once we have identified the points of interest, we must work to ensure that this endowment from inert becomes a useful resource to attract the attention of people who are looking for new destinations, to be safely discovered.

## **Every place can be interesting, it all depends on what you can do there!**

This sentence raises interesting questions that will guide our actions as promoters and/or ambassadors of our small town or territory. The questions can be summarized as follows:

01\ what to do to make a place attractive?

02\ is it enough to act on human capital in the world of nature hiking (e.g., preparing hiking guides through professional courses)?

03\ what role does the infrastructure of the territory play?

In our analysis we will refer to the nature and experiential hiking sector, as it lends itself well to a basic comparison with other tourism and leisure targets. The needs of the target group in question can be summarized as follows:

- 01\ People with great sensitivity to environmental issues.
- 02\ Good level of education.
- 03\ Sufficient financial means (economic resources).
- 04\ Good general physical health.
- 05\ Propensity to voyage of discovery with possible interrelationships with the populations living in the place to be visited.
- 06\ People whose age generally ranges from 40 years upwards.
- 07\ Good willingness to adapt to non-luxurious accommodation, preferring mid-range accommodation if it is decent and equipped with basic amenities.
- 08\ Possibility of visiting the holiday destination independently, without having to depend on a 'guided tour'.
- 09\ Preference for a choice between various levels of difficulty of hiking routes (even better if they are qualitatively certified).

### **Hikers are customers to be attracted**

If we think this is true, as indeed it is, we must act accordingly. Walking/Hiking activity and experiential tourism is a fast-growing sector, and the challenge facing rural areas or destinations defined as "minor" will need to be able to build an identity-based offer, where the traveller can be intrigued by everything that is part of the area's heritage, from environmental endowments to historical-cultural evidence and to an interactive relationship with the local population.

We are talking about routes that cross areas full of history, culture, biodiversity and, last but not least, food and wine attractions. In a word, a world full of humanity, sometimes simple and austere but always available for comparison, hospitality, acceptance of the other. A world that we will discover traveling on foot, but also through a wine, a music, a dish, a chat while we walk along the streets and meet people.

To meet this challenge, territorial components such as local administrators and voluntary associations will have to work each in their own field but in a synergic manner, implementing what is contained in the following programme points:

- 01\ adoption of policies aimed at organizing the territory;
- 02\ the role of walkers' organizations and the role of the actors responsible for the development of the area

### **Adoption of policies aimed at organizing the territory**

Hikers, both individuals and groups, "consume" at least 10 km of trails per day. Imagining that a small rural village, whether in the mountains, hills or plains, can on its own build an offer capable of satisfying the needs of those who want to experience a holiday in nature, is already a failure from the start. In order to compete effectively in terms of

offering an advanced product, able to be attractive compared to other offers, it is necessary to create an enlarged system of so-called “vast area”, where a homogeneous territory builds its own offer characterized by a strong local identity (nature, history, traditions, gastronomy and so on). In this way it is possible to implement, for example, a network of paths that can support the organization of experiential holiday packages in nature and all that the territory can offer.

Hiking and other outdoor activities, by definition, are 100% fun, but by choosing sustainable, responsible, and experiential tourism we will also provide our fundamental contribution to supporting the circular economy.

In essence, it is important to build an infrastructural opportunity so that the hiker, alone or in a group, has the reason to stay several days in a locality, thus avoiding hit-and-run tourism which, in the final analysis, does not contribute at all to the social and economic development of a small town or rural area: offering the hiker a network of paths means making him stay several days, with obvious economic and relational benefits for both, visitor and the territorial system that built the infrastructure (paths network and hospitality system).

In this regard, in order to attract groups of visitors who love nature walks, events can be organized and proposed, the focus of which can be on discovering the area through nature paths. The sightseeing program, developed over several days, may also include visits to acquaint visitors with the historical and cultural evidence in the area, thus alternating nature-based activities with visits aimed at discovering the local cultural heritage.

This Toolkit provides those who wish to engage in initiatives of this kind with the basic information needed to effectively use the tools offered by digital technology today. In addition, the operations manual, attached to the [\*Guide for the development of basic hiking skills\*](#), produced as part of the *Digihike* activities, is an effective guide for proceeding in an orderly manner through the various stages of event organisation.

### **The role of walkers' organizations and the actors responsible for the development of the area**

Inspired by an intelligent and modern vision, all social components will have to act in a synergetic manner, respecting their own role and cooperating in the common interest, i.e. the development of their territory and its inhabitants.

National or regional hiking federations can provide valuable support. This is important both in the study phase of an area enhancement project, the focus of which is on nature experience holidays, and in the launch and subsequent animation phase (promoting initiatives, events, projects; “politically” supporting the area with other sister organizations or Authorities; organizing visits and hiking activities within their own associations).

Local stakeholders, be they political actors, trade unions or the voluntary sector, have the responsibility and the duty

to act in the interests of the area they inhabit. A pertinent example may be the organisation of hiking events or other initiatives that can turn the spotlight on one's own town or territory. This can be taken as a test case where local public administrators can test their ability to interact with the third sector in the general interest of their area.

Territorial political representatives have a great responsibility to guide development processes through shared projects and, at the same time, to ensure economic coverage for the projects adopted.

Trade unions and the voluntary sector have a duty to stimulate, supervise and support the political planning from the conception phase to the implementation phase.

### **An objective analysis regarding an important Italian province in the heart of the Alps**

"In this sector (the hiking) the Province of Sondrio suffers from a general backwardness, since in the last few years the attention of tourist operators and public administrations has been monopolized by downhill skiing, while today the need to offer alternatives to downhill skiing (necessary but no longer sufficient) is of fundamental importance to guarantee a future for the tourist sector in our valleys, ensuring an economic contribution that can be spent all year round, not only in a few areas, but throughout the province with a very low environmental impact."(\*)

Reading this excerpt from the presentation of a publication regarding a hiking path manual, published about a decade ago, it stands out that even in areas where mountain tourism constitutes an important economic sector for the local economy, the hiking tourism sector needs to be strengthened as it is capable of ensuring visitor flows and thus job opportunities that do not take into account the seasons, as they are spread throughout the year.

### **Our experience has taught us that...**

The development of hiking/walking activities and experiential tourism should be seen as a new frontier to which sustainable development can be linked for the benefit of small towns and marginal territories, whether rural or mountainous. There is ample scope for founding new work experiences linked to these new interests manifested by increasingly broader catchment areas eager to experience opportunities that modern-inspired tourism can make available.

It must be clear, however, that processes of this kind can only be successful if all territorial components are involved in the development project: the key to success lies in the involvement of all stakeholders, where everyone ensures that their part is played, including through the acquisition of new skills. This will be important in order to communicate to the visitor that the host territory is a real district, where each component of the human consortium is directly involved, competent and passionate. This will sculpt in the visitor the idea of having been in a special, organized, interesting place, and this will encourage him or her to recount his or her experience once back home, in turn becoming a promoter



and ambassador of the area visited.

But we must remember always: such an ambitious project can only be successful if all territorial components move in the same direction! Remember that:

**"The strength of the wolf is the pack.  
The strength of the pack is the wolf".**

**(Rudyard Kipling, *The Jungle Book*)**

**And last but not least... the best people, in all fields, are driven by passion!**

This is perhaps the most powerful statement, the most solid truth. Only passion can adequately support those who want to pursue an ambitious result such as the development of marginal territories, poor in experience, with all the difficulties that this brings. Only passion can support, above all, the volunteers of associations that intend to make their skills available to the community, their time, which is, after all, the most precious asset that man has at his disposal.

Local authorities must have the farsightedness to enter into a social pact, aimed at pursuing the sustainable development of the territory in which they operate, with the world of associations, whose volunteers are the actors that can ensure a quantity of work and skills whose value cannot be determined precisely because they act from within the local consortium system, motivating with their example all the other components that are around them and in direct or indirect contact.


In this way the journey on foot, step by step to the goal, will become a metaphor of life and freedom and, with it, a return to our essence as humans in harmony with nature.

The hope is that this challenge will be taken up by everyone because working in synergy for the development of one's own territory is a 'duty' that should belong to each single inhabitant, so that everyone can bring their own brick to the building of the common house.

# /01

## THE IMPORTANCE OF DIGITAL COMMUNICATION

This section deals with the introduction, the advantages and the elements of digital communication. The section also explain how to develop effective communication plan.




But what exactly is digital communication?  
Digital communication is the electronic exchange of information across online channel. Indeed, it refers to any form of communication taking place through technology and electronic mediums; it has marked a tidal wave of revolution in the 21st century (Nguyen, 2017).

Digital communication is therefore the use of online tools to reach a specific audience in order to share a message (Govos).

Communication is considered one of the most important interactivities among human beings. Technology continues to accelerate and influence the ways people communicate. Communicating online has been a reality since internet forums and email launched in the early 1970s.

Of course, the Pandemic led to development and widespread adoption of tools to foster collaboration and connection remotely.

“Users had to learn how to adjust communication so our messages and intents could be clearly expressed online. These baseline digital communication skills laid foundation for the social media boom to come in the 2000s. It started with platforms like MSN Messenger in 1999, Myspace in 2003, and then *Facebook* debuted in 2004, gaining society-shifting global popularity by 2008.”  
([SAIT](#))



### **Communication channels**

Today, there are many digital communication channels (e.g. Internet and emails; websites, WhatsApp, Mobile phones; Social media etc).

A communication channel (also called contact channel) is a form of media that enables people to interact with each other.

To make sure you are choosing the right communication channel(s), consider the audience you are trying to reach.

### **Social media platforms**

Social media platforms had a great

impact on digital communication.

“Social media is considered one type of digital transmission where people share, exchange and discuss information in the online environment [...].

Social media can be seen in a variety of forms in Internet forums, Web logs, social blogs, microblogs, wikis, podcasts, pictures, videos, ratings, and bookmarkings [...].

Organizations and people are able to make communications such as sending and receiving messages through various digital channels thanks to social media.





Some noticeable instances of social media platforms are Facebook, Twitter, LinkedIn and Youtube” ([Cure](#)).

[For further details on Social Media, please see Section nr.2].

### **Social media demographics**

It is crucial to be aware of social media demographics and usage to inform personas and targeting properly.

On the next page there is a list made by [Sprout Social](#) that can be used to understand social media demographics (according to year

2022).

Digital communication is involved also in creating an organization’s online reputation.

Since it depends on shares, comments and likes and it is bidirectional and inclusive, it is crucial to branding.

Branding refers to the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers’ minds ([The Branding Journal](#)).

## FACEBOOK

- Number of monthly active users: 2.91 billion
- Largest age group: 25-34 (31.5%)
- Gender: 43% female, 57% male (no data on other genders).

## INSTAGRAM

- Number of monthly active users: 2 billion
- Largest age group: 25-34 (31.2%), with 18-24 close behind at 31%
- Gender: 48.4% female, 51.8% male (no data on other genders).

## TIKTOK

- Number of monthly active users: 1 billion
- Largest age group: 10-19 (25%)
- Gender: 61% female, 39% male (no data on other genders).

## SNAPCHAT

- Number of monthly active users: 319 million
- Largest age group: 15-25 (48%)
- Gender: 54.4% female, 44.6% male (no data on other genders).

Branding is crucial because it:

- 01\ Helps you stand out from the competition.

- 02\ Builds brand recognition.

- 03\ Creates a consistent brand experience for your customers.

- 04\ Sparks a connection with your audience and turns that audience into loyal customers.

- 05\ In order to make and effective communication plan for your own organization, think

about the message you want to give.

### **A communication plan**

A communication can't be a unique action: let's anticipate it, let's remind it, let's decline it; let's exploit results and feedbacks to give other messages. A communication plan can be a key tool to organize actions that will lead to the fulfilment

of your goal, that is to raise awareness about your organization to your community. To develop an effective communication plan, you have to focus on some key issues questions:

01\ Why do you want to communicate with the community? (What is your purpose?)

02\ To whom do you want to communicate it? (Who is your audience?)

03\ What do you want to communicate? (What is your message?)

04\ How do you want to communicate it? (What communication channels will you use?)

05\ Whom should you contact, and what should you do to use those channels? (How will you distribute your message?)

Successful communication is an ongoing process, make sure to continue reviewing your goals and milestones. If you evaluate your communication plan, you will be able to make changes to improve it.

---

## MATOMO

[Matomo](#) is a downloadable, free (GPL licensed) web analytics software platform. It provides detailed reports on your website and its visitors, including the search engines and keywords they used, the language they speak, which pages they like, the files they download and so much more.

*Matomo* aims to be an open-source alternative to *Google Analytics*. Users can download and install *Matomo* on their own webserver. At the end of the 5-minutes installation process users will be given a JavaScript tag. Simply copy and paste this tag on websites to track (or use an existing plugin to do it automatically for you). To learn more about what *Matomo* offers, check out the [list of features page](#) or access a [live Matomo demo](#).

## PHPLIST

*PhpList* is an open-source software for sending newsletters, marketing campaigns and announcements. After installing *phpList* on your local server, users can log in, entering username and password. The default username is admin, however, your system administrator may give you a more personalised login.

When you have successfully entered your username and password, you will see the page you were trying to access. In this case, the Dashboard.

### 1.ADD YOUR FIRST SUBSCRIBER

*PhpList* is a powerful tool: there are several ways to add subscribers and demographic information about them (name, location, interests etc).

First of all you need to create a subscriber list.

This will help you organize your subscribers.

In *phpList*, you must have at least one list, but you can have many of them. In this example, we will create just one list called *The Ethical Pets Gazette*, which is the name of the *Ethical Pets* newsletter.



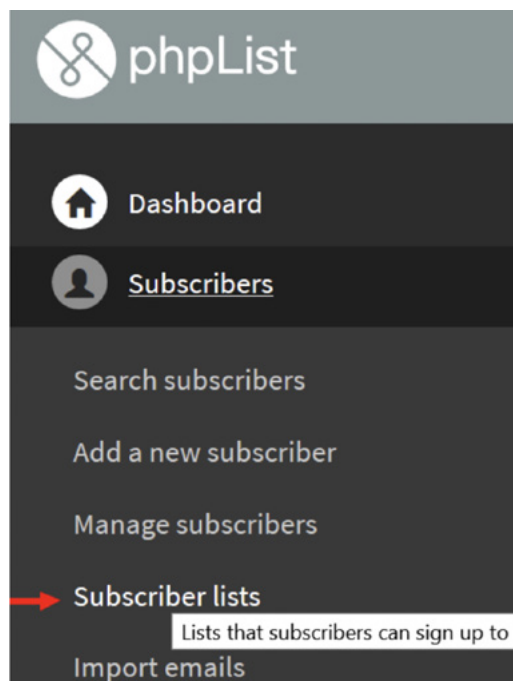


FIGURE A.

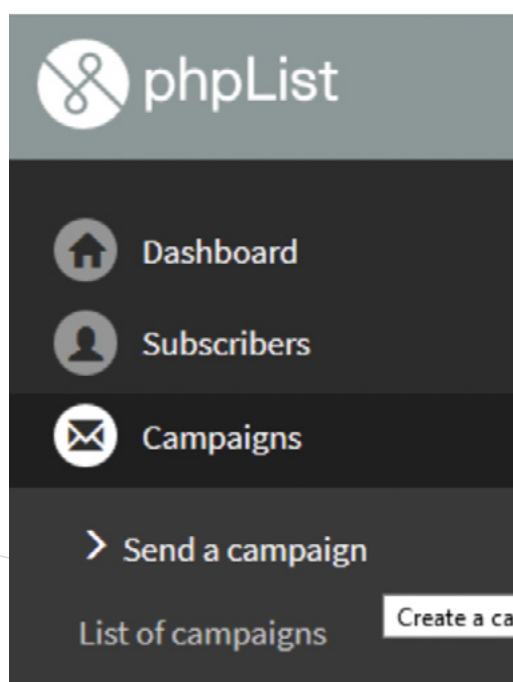


FIGURE B.

First, navigate to Subscribers > Subscriber lists in the main menu (FIGURE A).

This will take you to a page which shows you all your lists. Currently you can see just one list, a system default list called test. To create a new list click the Add a list button.

## 2.COMPOSING YOUR FIRST CAMPAIGN

To start a new campaign in *phpList*, navigate to Campaigns > Send a campaign from the main menu (FIGURE B). This will open up a five-tab dialogue which will guide you through the build-and-send process. Please note that various settings and plugins add more tabs. Message composition of the campaign is done in the first tab - the Content tab.

There are three tasks to complete in this tab. You must write your subject, edit the From line and create your message in the compose message window (FIGURE C).

## 3.SENDING YOUR FIRST CAMPAIGN

Once you have composed your HTML message, you are ready to move through the tabs (highlighted in red) which will guide you through the process of sending your first mail.

01\ If you have a template already set up, the Format gives you the opportunity to choose it by selecting it from the Use template drop down. Your HTML message then will be wrapped in the template during the sending phase. You can send a test message using the Send test box at the bottom of the page to see what your email will look like. If you do not have a template yet, leave the --,

select one in the dropdown and click *Next* (FIGURE D).

02\ After your tests you need to schedule your campaign (tab 3, Scheduling). Remember that some plugins and settings add extra tabs, so the tab number may change (but the name should remain the same). In this case we want to send the mail straight away, so the Embargoed until time needs to be left as default, which is slightly in the past. Additionally, because this campaign is not time sensitive, for example there is no deadline for the special offer, we can leave the Stop sending after time and date as the default too (far in the future).

03\ One of the final stages in the campaign workflow is to choose the list(s). In this case there is only one list to choose from, which is T. The options for All Lists and All Active Lists are also useful; the former sends to every list, public or private, and the latter sends to all public lists. Remember that *phpList* will only send each subscriber one copy of each campaign, even if they are on several lists: you don't need to worry about sending people duplicate copies.

04\ The final tab in the sequence contains a few useful details and the button

### Send a campaign

FIGURE C.

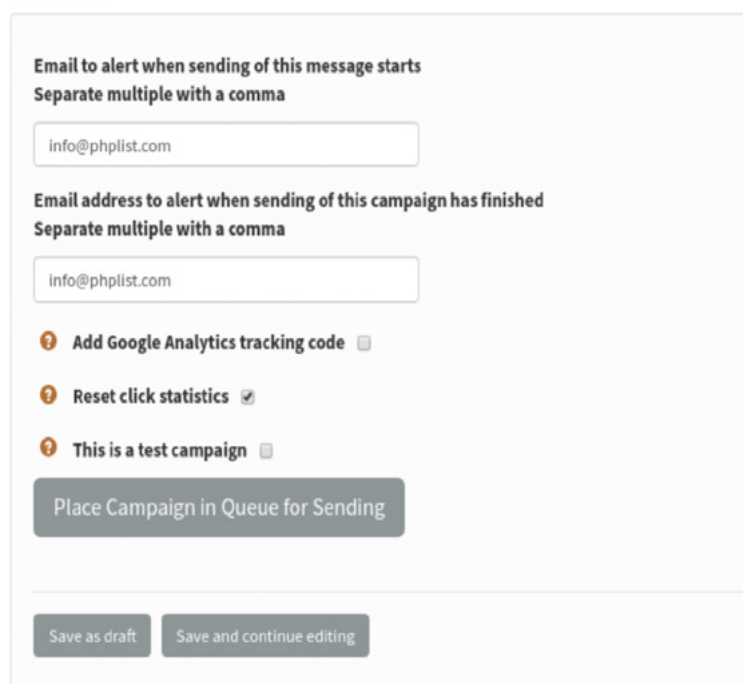
### Send a campaign

FIGURE D.

which triggers sending. First you can choose some emails to alert when your campaign starts and finishes sending. This can help you stay organized. You can also choose to *Reset click statistics* - this means that any clicks or opens recorded when you were testing your campaign will be cancelled, so when you get new clicks and opens you know they are all from your subscribers (FIGURE E). Clicking *send* will add your campaign to a queue. There may be only one campaign in the queue, or there may be several. Click *process queue* to send the campaign.

For more information on Basic Campaign Statistics and further features of *Phplist*, visit the [phplist manual](#).

## Finish



**Email to alert when sending of this message starts**  
Separate multiple with a comma

info@phplist.com

**Email address to alert when sending of this campaign has finished**  
Separate multiple with a comma

info@phplist.com

☐ Add Google Analytics tracking code

☒ Reset click statistics

☐ This is a test campaign

Place Campaign in Queue for Sending

Save as draft Save and continue editing

FIGURE E.



**1.1**

**EXCERCISE**

Consider the following scenario. Your association will organize an outdoor event in a rural area aimed to promote both the natural environment and cultural heritage.

The event will take place in Autumn and will be addressed to adult people on holiday in your region (both national and foreigner tourists).

Develop your own communication plan filling the table below.

TARGET AUDIENCE	GOALS	CHANNEL(S)	TIMETABLE	RESPONSIBLE

# / 1.2


OERs AND  
OPEN SOURCE TOOLS



TITLE	DESCRIPTION	TYPE OF RESOURCE	LANGUAGE	LINK
Digital Communication. Introduction	Introduction to the key elements of digital communication.	Course	EN	<a href="http://www.cure.erasmus-plus.org.il">www.cure.erasmus-plus.org.il</a>
Digital Communication Essentials for Boosting Organization and Personal Brands.	Introduction to digital communication: definition, how to reach audiences through different channels etc.	Article	EN	<a href="http://www.online.maryville.edu">www.online.maryville.edu</a>
Developing a Plan for Communication	Course aimed to develop a plan for communication to raise awareness about user's community and organization's accomplishments.	Online course	EN	<a href="http://www.ctb.ku.edu">www.ctb.ku.edu</a>
Digital Communication and Collaboration	Course aimed to explore digital technology in culture of knowledge sharing.	Online course	EN	<a href="http://www.datagem.ue.poznan.pl">www.datagem.ue.poznan.pl</a>
Type of communication	Theoretical session aimed to understand the types of communication available in order to reach audience from a distance.	Online course	EN	<a href="http://www.oercommons.org">www.oercommons.org</a>

# / 1.3

## LEARNING OUTCOMES

- 
- A woman with long dark hair and glasses, wearing a white t-shirt and jeans, stands in a meeting room pointing at a whiteboard. The whiteboard is covered with numerous pink and yellow sticky notes arranged in clusters. In the foreground, a man with glasses is seen from the back, looking towards the whiteboard. The room is brightly lit with natural light from a window on the left.
- Users will be able to understand the main elements of digital communication
  - Users will be able to identify the key communication channels
  - Users will be able to develop an effective communication plan

## **DIGICOMP MAPPING**

- 2.1 Interacting through digital technologies
- 2.2 Sharing through digital technologies
- 2.3 Engaging in citizenship through digital technologies
- 2.4 Collaborating through digital technologies

# /02

## USE OF SOCIAL MEDIA

Social media are defined as computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Some of the most used social media nowadays are *Facebook* - 2.85 billion users - *Instagram* - 1.074 billion users - and *TikTok* - 1 billion users in 2021.





Today, social media are the main tool to search and share information and that is why you should make it easier for your target audience to find information about the valuable work and activities you are doing as an organization.

To effectively use social media to promote your work, you should find out the main characteristics of each of them.

*Facebook* and *Instagram* both have the possibility to share images, videos, posts, or Stories. Leave a comment, like someone's post, tag different people, or companies, or add location in your posts.

#### **But what about their differences?**

Post structure can be considered the main difference between *Instagram* and *Facebook*. *Instagram* is mostly limited to visual content. *Facebook*, on the other hand, combines visual content with text. You can't post text on *Instagram* if you don't have a visual cue.

#### **You might ask yourself: which platform is more desktop-friendly?**

*Facebook* has the same features on all devices, so you can post from a desktop as well as a mobile phone. On the other hand, *Instagram* is





more tied to the mobile phone. You can log in and view posts on the desktop, but you cannot post Stories from the desktop.

Another difference is that on *Facebook* you can always share links and make them the main part of your social media posts. However, on *Instagram*, clickable links can't be used in post descriptions, they are only allowed in your account's bio.

### **And how about the demographics?**

Looking at different stats, *Facebook* users are usually aged between 25-44 years old while most *Instagram* users are mostly people between the ages of 18-24 years old. *Instagram* is more popular among teenagers and young adults.

### **Think about your content**

If your business is more oriented toward the visual component – go for *Instagram*! *Instagram* is considered more attractive in terms of how its content is presented. However, if your audience is keener on reading a post or seeing some images between other pieces of information – lean towards *Facebook*!

It is because of these differences you should adapt the appropriate content to a given medium. A post that was a great success on *Facebook* may not be as effective on *Instagram* and vice versa.

In this section, you will learn how to start promoting your organization's work and outdoor activities you are organizing on social media – *Instagram* and *Facebook*.

Let's get started!


## INSTAGRAM

### 1.CONVERT A PERSONAL PROFILE TO A BUSINESS ACCOUNT

With a business account, you have access to more features and insights that will help you promote your work and help you understand who is engaging with your organization's profile on Instagram.

How to do it?

01\ Go to your profile and tap  in the top right-hand corner and tap  (Settings).

02\ For some accounts, the Switch to professional account option will be listed directly under  (Settings).

03\ Tap Account > Tap Switch to professional account > Tap Continue.

04\ Select a category for your business and tap Done.

05\ Tap OK to confirm > Tap Business > Tap Next. Add contact details and tap Next. Or tap Don't use my contact info to skip this step.

### 2.ADDING LINKS IN BIO




Link in bio is the only option to add a link, as *Instagram* does not use a hyperlink. Use the link in bio to inform your followers about new post on your blog or a new YouTube video. How to do it?


01\ Go to your profile and tap on the *Edit Profile* button.


02\ Add the URL in the Website field. In the *Website* field, enter the URL you want to add to your bio.

03\ Save the changes. Tap on *Done* and that's it - you now have a link in your *Instagram* bio.

### 3.ADD A POST ON INSTAGRAM

01\ At the top, tap  then scroll to *Post* at the bottom. To upload a photo from your phone's library, select the photo that you'd like to share. To take a new photo, above your phone's library, choose *Photo*. You can tap  to switch between front and rear-facing cameras and  to adjust the flash.

02\ Tap *Next* (iPhone) or  (Android), then add a caption or your location.

03\ When you've finished, tap *Share* (iPhone)  or (Android).

Once you've taken or uploaded a photo, you can add effects or filters, a caption, and your location before posting.

### 4.NO TIME TO PUBLISH POSTS REGULARLY? CREATE SCHEDULES!

To save time and make sure that you deliver content to your followers consistently and systematically, you can use one of the many scheduling tools. These applications will allow you to schedule the posts and will automatically

post the content on your social media.

By posting interesting content regularly, you will engage your followers more. Some of the *Instagram* scheduler apps are *Combin Scheduler*, *Semrush*, *eclincher*, *Tailwind*, *Sked Social* and many more.

Under [this link](#), you can find out more about these apps.

## 5. CAROUSEL POST

*Instagram* carousel post is a post with multiple photos or videos that can be viewed by swiping or clicking left. You can add up to 10 photos or videos in one post. Posts on *Instagram* are likely to be more successful and more engaging if they contain a carousel – versus a single photo or video.

How to do it?

01\ Add all relevant photos to your photo library.

Open the *Instagram* app and click the  icon from the navigation bar.

02\ Tap the layered square icon right below the post preview.

03\ Select up to 10 photos and/or videos from your photo library. The order in which you select the media files is the order in which they will be arranged in your carousel.

04\ Tap *Next* in the top right corner of the screen.

05\ Apply filters to all of your images/videos or edit each of them individually by tapping the icon with two overlaying circles. When you're done with your edits, tap *Next*.


06\ Add your caption, geo-tag, account tags, and hashtags, and tap *Share*.

## 6. HOW TO MAKE REELS ON INSTAGRAM?

*Reels* are short, entertaining videos on *Instagram* where you can express your creativity. *Reels* can also be published on *InstaStories* and displayed to fans or friends who follow the profile. *Reels* can last up to 30 seconds, you can add sound, effects, text, and music to them.

*Reels* are a great promotional and image tool that will allow you to reach a larger audience. However, the most important is to create interesting and engaging content that will make your brand more recognizable.

How to do it?

01. Open the *Reels* feature. After you have opened your *Instagram* app, press the  button at the bottom center of the screen. Scroll right until you see the *Reels* option.

02. Choose your video length. Press the top button on the lefthand side to choose whether you want to record a 15-second or a 30-second length for your video.

03\ Add music to your *Reel*. Before you start recording, you need to select the song



or sound you are going to use. Press the music icon at the left of the screen, and search or browse for the song you would like to use. Then select your song by pressing on it and choose which part of the audio you want. You can also record without adding any music. Then your sound will be saved as "Original Audio," and you can use it for future Reels.

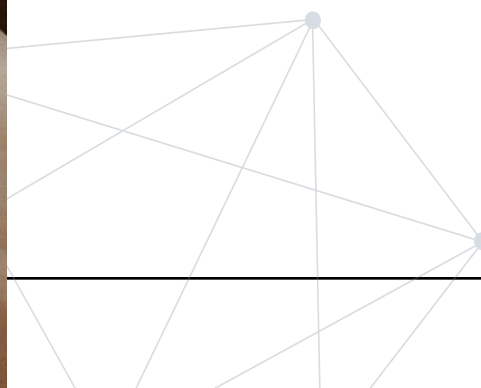
04\ Choose your speed. Next, you will want to select the speed of your video. There are five-speed options to choose from, ranging from .3X to 3X. Press the play button at the left of the screen to select your speed.

05\ Choose your effects. You have the option of adding a filter or effect from *Instagram's* gallery. Press the effects button at the bottom-left of the screen and scroll through the options until you find the one you wish to use.

06\ Set your timer. Press the clock button at the left of the screen, and then the countdown button to choose a 3-second or 10-second countdown. When you are ready, press "Set Timer."

07\ Record your video. If you are ready to record, press the record button at the center of the screen. You will be able to see your recording progress at the top of the screen. You can either record a single video or a series of clips. You can also upload multiple clips from your Camera Roll (as long as they're under the 15- or 30-second time limit).

08\ Put text on the Reel. Press the arrow button next to the record button. From here, you can add effects to your



Reel by pressing one of the three buttons at the top-right of the screen. You can add text, draw, or add a GIF or sticker by pressing the sticker button at the top of the screen.

09\ Post your Reel. Once your Reel is ready, press the arrow button at the bottom-right of the screen. Here, you can choose to share the Reel to Reels in Explore, your Feed, or your Stories. After you have decided how you want to share your new creation, press the Share button. You can also save it as a draft if you want to edit it before posting.

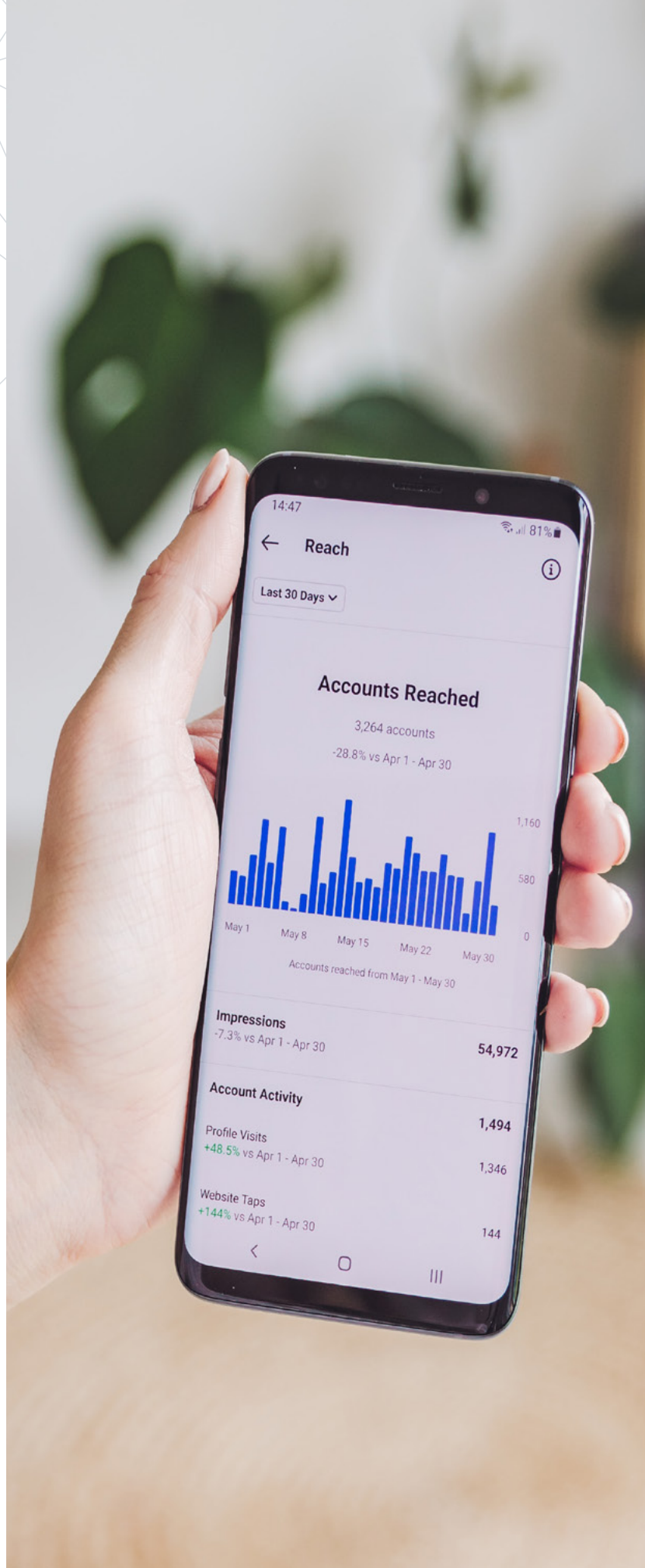
010\ You can find Reels in a few different places on Instagram. In the user profile, Explore section or by entering a specific hashtag.

## 7. HOW TO POST INSTASTORIES?

Instagram Stories are photos or short video clips that disappear after 24 hours. Users who have 10,000 or more followers can add links to their Instagram Stories.

Why is it worth it?

Posting InstaStories is the perfect way to create





## INSTAGRAM PHOTO SIZES


Post. Square 1080 x 1080 px (1:1 ratio)  
 / Portrait: 1080 x 1350 px (4:5 ratio)  
 / Landscape photo: 1080 x 608 px  
 (1.91:1 ratio)

Profile picture: 360 x 360 px

Story: 1080 x 1920 px (9:16 ratio)

Reel video: 1080 x 1920 px (9:16 ratio)

a closer bond and a more regular interaction with your followers. Any updates on Story are usually highlighted upfront by *Instagram*, which creates a sense of urgency.

01\ Launch *Instagram* and swipe right to access the camera or tap  and scroll to *Story*.

02\ Tap the circle to snap a photo, or tap and hold to record a video.

03\ Use the tools at the top to add doodles, text, filters, or stickers.

04\ Tap your *Story* (or your *Stories*) at the bottom of the screen to post the photo or video to your story.

05\ At the top of your feed, tap your *Story* to view your post.

If you want to keep the story after 24 hours, tap *Highlight* under your *Story*.



## FACEBOOK

### 1. HOW TO CREATE A BUSINESS PAGE ON FACEBOOK?

Before creating your business page you must have a personal Facebook profile.

Information from your personal Facebook profile won't appear on your Facebook Page unless you share it there.

01\ Open your Facebook profile. At the top of the home page, select Create and choose Page.

02\ Name your Page.

03\ Add a category to describe your Page.

04\ Enter business information, such as the address and contact information.

05\ Select Continue.

06\ You can add a profile photo to your Page. If you add a photo, select Next. To complete this step later, select Skip.

07\ You can add a cover photo to your Page. If you add a photo, select Next. To complete this step later, select Skip.

08\ When you have completed the steps, select Next to go to your new Page.

Important:

- Visuals: add profile picture and cover photo to represent your business.

- Description: add a short description to your page so that visitors know what kind of services your business offers.

- More categories: you can select up to two more relevant categories to help potential customers discover your page.

- About and story: let people know what your business is about and give some background about how it all begun.





## 2.HOW TO CREATE EFFECTIVE POST?

Posts are the quickest way to communicate with your audience and reach potential customers. Anyone who visits your page should see a post that is both recent and meaningful. You will get the best results if your audience knows you are active and that they can find on your page valuable and personalized content. Below there are some tips to help you to make meaningful content:

01\ Post when your fans are online. Every brand has its own perfect time(s) to post. That's because the best time to post depends on several factors that are specific to each brand. In your *Facebook Page Insights*, under the Post tab, you get data about when your *Facebook Page* fans are online for each day of the week. Analyse your data and choose the hours that will work best for your fanpage. Don't be afraid to experiment!

02\ Add call-to-action at the end. You should let your fans know what actions you want them to take next. End your posts with a call-to-action (CTA). Example of post: *We have opened the third term for the Summer Adventure! This is a unique 7-day adventure where you will discover your potential through challenging outdoor activities and create unforgettable memories. Turn off the screens, pack your backpack and accept the challenge!Apply here: (CTA) [insert link]*

03\ Keep it short! *Facebook* feed is overloaded with content, so it's best to keep your posts in between 80-160 character range. Make your

post short and on point but still meaningful.

04\ Write on a topic that your audience cares about. Know your target audience well so that you can write posts that interest them. Their engagement will increase if they will see posts about topics that they care about on. By posting content that your audience likes, knows, or experiences, they start to think of you as more similar to them.

### **3.HOW TO CREATE AN EVENT ON YOUR FACEBOOK PAGE?**

When you are organizing an event or activity that you would like to inform your audience about, it is useful to spread the information and invite people on time by creating a *Facebook* event.

In one place your audience will have all the necessary information about your event and will be able to express their willingness to participate or share it with their friends. Events make it easier to share information about your programmes.

How to create an event for your Page:

01\ In the bottom right of *Facebook*, tap .

02\ Tap *Pages*. You may have to tap *See more* first.

03\ Tap your Page, then tap



## FACEBOOK PHOTO SIZE

- Profile Picture: 170 x 170 pixels (desktop)/128x128 pixels (smartphone)
- Cover: 851x315 pixels
- Facebook event cover: 1200 x 628 pixels
- Post and Timeline pictures: 1200x315 pixels \\ TIP: if you are sharing 2-10 images in your brand's Facebook post using the carousel display, images should be 1200x1200 pixels.
- Facebook Stories: 1080x1920 pixels \\ TIPS: to avoid any compression or distortion, upload a JPG or PNG file. Use the recommended pixel sizes for the fastest load times. Profile pictures and cover photos with logos or text work best when uploaded as a PNG file.

Events.

04\ Tap Create event, then tap Online or In person.

05\ Add the event details, then tap Create event.

06\ Add information that includes event name, descriptive photo or video, location, time and date. Optional: any co-hosts (for example, a venue that may be hosting your event) and a URL to buy tickets. You can also create a recurring Facebook event. Once you've filled in the required details, click *Schedule Multiple Events*. Under *Frequency*, click the dropdown menu and choose whether you want your event to take place daily or weekly.

07\ *Share event* to notify people of your public event. Unlike with personal events, business events don't have the option to invite specific friends from your friends list. Public event may also be discoverable in search. You can always change any of your event settings at any time by clicking "Edit" in the top-right corner of your event page.

Now Facebook users can discover your event through invites from their friends, engagement from friends, or suggestions made by the website itself.



# /2.1

## EXCERCISE

You are organizing a 3-day bike adventure in your local area. Together with other bicycle enthusiasts you are going to cycle through the mountain trails and spend nights camping under the stars. Create a Facebook Event to inform your potential audience about your event. Add all important information:



### **ADD ALL THE IMPORTANT INFORMATION**

- name of the event
- place, duration, set as a public event
- description
- cover photo



### **CREATE A INSTASTORY**

Create *InstaStory* with information about the adventure and info that they will learn more about adventure in your bio.

Create text to put in your bio with a link to your event on *Facebook*.


# /2.2

OERs AND  
OPEN SOURCE TOOLS

TITLE	DESCRIPTION	TYPE OF RESOURCE	LANGUAGE	LINK
Facebook for Business: Everything You Need to Know	The article explains how to use Facebook for Business.	Article	EN	<a href="http://www.businessnewsdaily.com">www.businessnewsdaily.com</a>
10 Instagram Best Practices for Non-profits	The article presents 10 Instagram best practices for Nonprofits.	Article	EN	<a href="http://www.nptechforgood.com">www.nptechforgood.com</a>
Instagram Help Center - How can my nonprofit raise money on Instagram?	A short article shows how a nonprofit can raise money through Instagram.	Article	EN	<a href="http://www.help.instagram.com">www.help.instagram.com</a>
Instagram Content Strategy Made Easy	Short video about preparing content strategy for Instagram	Video	EN	<a href="http://www.youtube.com">www.youtube.com</a>
20 Instagram Content Ideas to Market Your Business	Short video with 20 ideas for Instagram content	Video	EN	<a href="http://www.youtube.com">www.youtube.com</a>

# /2.3

## LEARNING OUTCOMES

- 
- Use Facebook and Instagram to promote outdoor activities, programs and events
  - Gain understanding and overview of the main steps and specifics of Facebook and Instagram.
  - Get familiar with the main technical steps necessary to create and successfully manage their brand.
  - Communicate meaningful messages on social media.
  - Convert a personal profile to a business account on Instagram.
  - Add a link in the bio.
  - Create a normal and carousel post on Instagram.
  - Create reels on and InstaStories.
  - Create a business page on Facebook
  - Create effective posts and events on Facebook.

## **DIGICOMP MAPPING**

- 2.1 Interacting through digital technologies
- 2.2 Sharing through digital technologies
- 2.3 Engaging in citizenship through digital technologies
- 2.4 Collaborating through digital technologies
- 2.5 Netiquette
- 3.1 Developing digital content



# /03

## CONTENT MANAGEMENT SYSTEM

Given the pervasiveness of the Internet in our lives, nowadays no organization can do without having a presence on the Net. This is also true for associations that engage in outdoor activities.



Relying on a specialized agency to create, maintain and manage site content, however, can be quite costly.

To remedy this, *CMSs - Content Management Systems*, or software specifically designed to enable users with minimal computer skills to self-produce their site, have been created over time. There are both free and paid CMSs. Among the free ones, the best known are *WordPress*, *Joomla* and *Drupal*, with *WordPress* surpassing all others over the years in terms of usage: in fact, it is estimated that 40 percent of existing sites have been developed through this software. The development of *WordPress* has been facilitated thanks to a particularly intuitive user interface, which makes work particularly rewarding because it yields immediate results, and to the fact that it is completely free and open source (i.e., with the source code open and modifiable by anyone). This has prompted a large number of developers, both belonging to *Team Automatter* (the inventors of WP) and independent to create a series of tools (plugins) specialized in solving certain problems or providing useful additions. With *WordPress* one can thus create and manage the simplest of blogs as well as the most complex e-commerce site, from the amateur to the most highly professional level.

“It is advisable, before starting to put content online, to write an outline editorial plan, with the goal of characterizing the site from the moment it appears.”

The steps required to create a website with *WordPress* are basically two: registering a domain name (e.g. *mysite.com*, where *.com* is the extension and *mysite* the second level), the so-called URL, and acquiring a hosting space (again, there are for all budgets, from free space to super-performing space for large companies).

The same organization that presides over the development of *WordPress* provides several solutions, both for domain name registration and hosting.

#### **Wordpress.com**

*Wordpress.com* is a free platform that allows you to create blogs and sites absolutely free of charge. This solution has some limitations:

01\ the name of the blog or site will come in this form: *mysite.wordpress.com*. This solution is not particularly popular because it is considered unprofessional;

02\ for reasons of security and server space optimization, the user has a rather limited choice of graphic themes to work with and can use a restricted set of plugins;



03\ should the site reach an interesting number of visitors, *Wordpress.com* reserves the right to include advertising in the content posted by the user.

Wordpress.com itself provides domain name registration service and hosting for a fee. In this case, the site does not suffer from the above limitations.

#### **Indipendent hosting providers**

Independent hosting providers generally provide two types of service:

01\ Hosting with *WordPress*

preinstalled, recommended for less experienced users;

02\ Hosting without *WordPress* installed, a solution preferred by those who have a little more experience and want to have more control over the installation of the different components of the software.

In both cases, then, it is generally the same provider that provides the domain name registration service. There are many hosting providers in every country, so just do a quick search on the net to find the one that is right for you.



### **The editorial plan**

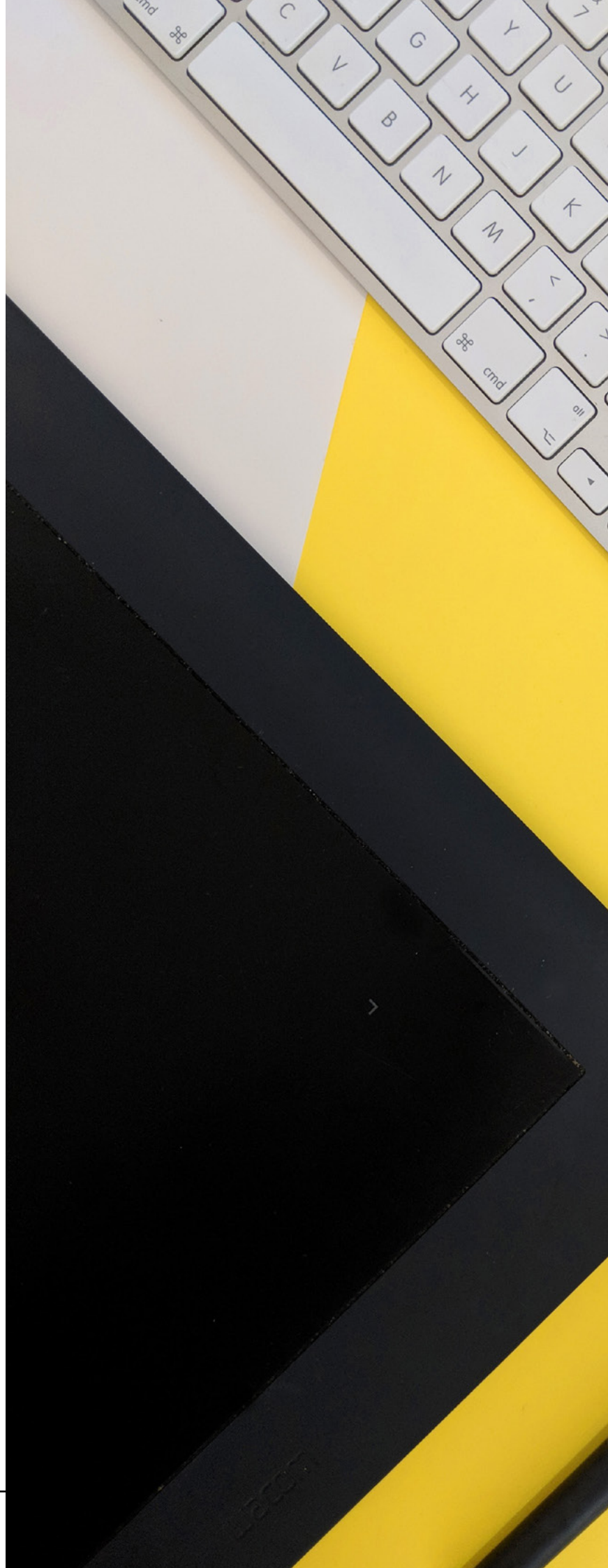
It is advisable, before starting to put content online, to write an outline editorial plan, with the goal of characterizing the site from the moment it appears. Above all, it is important to start diversifying content between static and dynamic, meaning static content is that which remains constant over time and dynamic content is that which has a limited informational duration. For example, a hiking association may consider static content such as its bylaws, its history, the composition of its board of directors; it may consider dynamic, on the other hand, topics such as the invitation to participate in the next hike, the convocation of members for some event, etc. The *WordPress* CMS, however, allows maximum flexibility, and the previous suggestion is not to be considered absolutely binding.

Designing and creating the site, filling it with content, equipping it with attractive graphics and interesting multimedia content is not enough.

In fact, it is necessary to ensure that web surfers can find it, and for this to happen it is necessary that search engines (in this brief text we will refer to *Google*, which is the world's most widely used search engine) index it in the top positions. It seems proven, in fact, that the vast majority of web surfers expect to find the answer to their questions in the first ten results shown. In any case, almost no one goes beyond the third page of results.

### **Search Engines Optimization**

Simultaneously with the design of the editorial plan, it is, therefore, necessary to plan an *SEO - Search Engine Optimization* strategy, taking into account a





few key factors:

01\ The search engine Google was the first to index in its database all the words contained in a website. Previously, search engines only indexed the keywords provided by the webmaster and few other page contents.

02\ Indexing is based on constantly evolving algorithms, so those wishing to implement SEO policies should consider the need to update periodically.

03\ Google's algorithm rewards consistency. Of a page/article it considers the title, content, permalink (i.e., Internet address. For example: <https://www.mysite.com/who-we-are.php> referring to the content *Who We Are*), the summary description that is provided by the webmaster. Also check that there is only one title per page (marked with HTML's H1 tag), that there is no steganography content (e.g., white text on a white background, invisible to the naked eye, but machine-readable), or commands intended to mislead the control mechanism.

04\ In addition, https sites are rewarded in searches over http sites. The former are provided with an SSL certificate that attests to the site's greater security in the case of sensitive or financial data acquisition. Generally, the SSL certificate comes with the hosting of the site.

05\ Since 2009, Google, Bing and Yahoo! have announced that they no longer take into account so-called metatags, which are the keywords that were previously used to describe the content of a web page.

There are also other parameters to take into account:

01\ Page code must be formally valid.

02\ HTML tags must be as relevant as possible to the content of the page. This is

It is also important for the writer to use correct spelling, dose the use of keywords, avoid repetition by using synonyms, and strive to be concise. Excessively long text that takes time for the reader to stay on the page is penalized in terms of SEO.

especially true for images, which are recommended to have a URL descriptive of the content and an ALT description tag.

03\ The loading times of a page are good. This factor is increasingly important as mobile usage for Internet searches has become prevalent.

04\ The performance of the server hosting the website must be able to meet the needs of visitors, in terms of speed and accessibility.

05\ Content is not duplicated.

06\ The site is configured to be responsive, i.e., adapt to reading koby tablet and cell phone.

07\ Number of links from other sites leading to our content.

From a “literary” point of view, it is also important for the writer to use correct spelling, dose the use of keywords, avoid repetition by using synonyms, and strive to be concise. Excessively long text that takes time for the reader to stay on the page is penalized in terms of SEO.

Returning to the *WordPress* CMS, which is considered by some to be the best for optimal SEO, factors that make it suitable for optimization include:

01\ Reliable SEO plugins. To name a few of the most reliable: *Yoast* (free and paid versions), *Semrush SEO Writing Assistant* (free), *Google XML Sitemaps* (free) and *SEO Ultimate* (free and paid versions).

02\ Permalinks with URLs containing the title and/or title keywords.

03\ Category descriptions of content.

04\ Multilingualism, i.e., the ability to translate pages into multiple languages.

05\ Articles that retain the same value over time.

06\ Removal of outdated content.

### **Search Engine Marketing**

Should a website user have additional visibility needs, he or she may resort to *SEM* – *Search Engine Marketing* or *Search Marketing*, which is the set of activities designed to increase the visibility and findability of a site.

In general, SEM policies are applied to achieve economically measurable results, given the amount of time, expertise and resources that must be invested in this activity.



Among the main issues of SEM we can consider:

01\ Online benchmarking, i.e., the study of the competitive scenario on search engines (also in terms of the quality of the proposed content).

02\ Online branding, increasing brand awareness through constant monitoring of search engine results.

03\ Brand monitoring, monitoring of sentiment in search engine results.

04\ Database building, feeding a database to initiate further marketing activities by leveraging the search engine channel as a gateway to promotional initiatives.

05\ Lead generation, generation of lists of highly qualified and purchase-motivated contacts from search engine results.

06\ Direct sales, E-commerce through standard search engines and price comparators (vertical engines).

07\ Online customer support, online customer support (e.g., by providing digital copies of product user manuals).

The main activities that involve the use of the search engine channel, and thus interpenetrate into the SEO technique are:

01\ Search result monitoring, monitoring of proposed results for specific queries.

02\ Search engine positioning, in addition to that resulting from a proper SEO policy, good search engine positioning can be purchased.

03\ Link building and link baiting campaigns.

04\ SEA - Search Engine Advertising, an activity of managing paid link campaigns on sites and portals that are most likely to achieve the company's objectives. This activity





is also called *Keyword advertising*.

05\ Landing page design, creation of special pages for search marketing activities.

06\ Search Engine *PageRank*. *PageRank* is an analysis algorithm that assigns a numerical weight to each element of a set of documents connected by hyperlinks, for example the set of pages in the World Wide Web, with the purpose of quantifying their relative importance within the set.

07\ Search engine intelligence, checking the interests of engine users for market research.

08\ Syntext, high evocative synthetic writing techniques used in keyword advertising as well as SEM.

09\ Search engine differentiation.

10\ SEM activity is particularly complex and is typical of structured entities of a certain size. What can be applied, however, is a kind of web marketing man's mentality, for example by going to analyse what they communicate through the tools available on the Internet organizations similar to ours, in an attempt to take on information of an objective

and quantifiable nature.

### **Creating a website**

From the point of view of the practical activity of developing a website with *WordPress*, in a logic of SEO and SEM, the complexity of the topic and the amount of variables that differentiate individual cases (for example, the different types of servers used by hosting providers, the types of control panels, the different versions of the software and its configurations), make it impossible to deal with the topic in a concise manner. However, we can proceed



with some tips.

First, an inexperienced user, should one decide to opt for a second-level domain name (mysite.com), should opt for preinstalled *WordPress*. Having logged in, with his username and password entered, the first steps that should be taken are to install some necessary plugins (making sure that they are compatible with his version of *WordPress*):

01\ One of the many available plugins for GDPR-related messaging, in the language of the site and keeping in mind any different regulations between countries (example

for Italy: *Iubenda*).

02\ A good plugin for SEO (see above), so you can practice this technique right away.

For content insertion, the advice is not to be afraid of making mistakes. The website is not a printed book, but it is something that can be edited at later times.

Waiting until you have all the material ready means never getting started.

Once you have entered the first content, you should register your site with Google and other search engines (for Italian Google the address is: [https://](https://www.google.it/intl/it/add_url.html)

[www.google.it/intl/it/add\\_url.html](https://www.google.it/intl/it/add_url.html)).

This procedure is not strictly necessary, as the search engine crawler is constantly monitoring everything available on the net, but it may take weeks. Opting for site registration will speed up the time.

Finally, the customs of the IT world apply here as well: do not hesitate to ask for advice (e.g., on network forums) and keep experimenting.



# /3.1

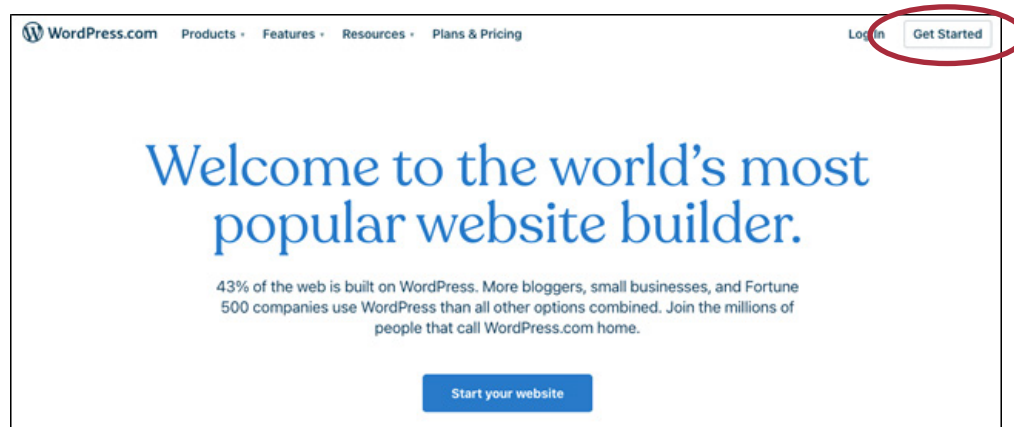
## EXCERCISE

## GETTING FAMILIAR WITH A DYNAMIC WEBSITE

The aim of this exercise is to begin to develop a website with the *WordPress* software, using completely free resources, relating to a hiking organisation, and at the same time to experiment with the main tools for editing content. To do this, we will use the *wordpress.com* service, which was designed for the creation and development of blogs, but nowadays it has been developed to provide a wide range of solutions.

### STEP 1: REGISTER THE SITE

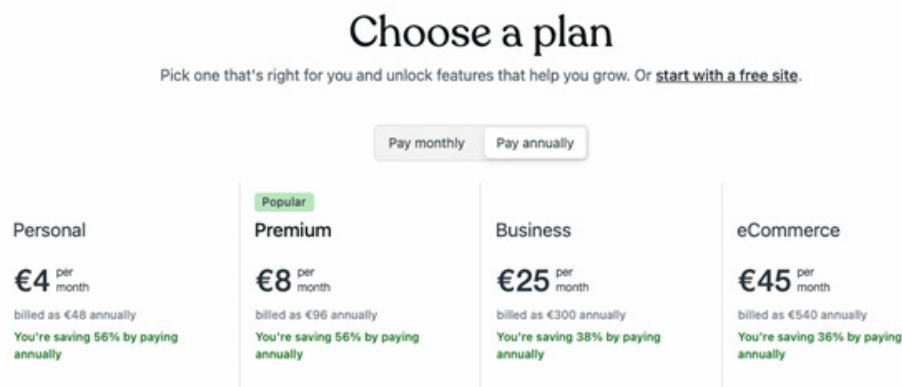
Go to the *wordpress.com* platform. No matter which browser is used, all are fine. The site is displayed in the language of the user. In the top right-hand corner, click on the *Get started* button.



At this point you are asked for some contact information, which you will always need and should therefore be stored in a safe place:

- Email address > enter your email address;
- Username > choose a user name (e.g. your first and last name);
- Password (better if complex, but easy to remember, for security reasons and because you will be asked often in the future).

Once registration is complete, you are asked to indicate a domain name. In a few moments, the system tells us if it is available and proposes several registration options. We choose the one of the type *domainname.wordpress.com*, which is completely free (e.g. *digihike588894858.wordpress.com*). The *Select* button takes you to the following screen:



Click on *Start with a free site*. After waiting a few seconds, you are asked to list what the site's objectives are: multiple choice.

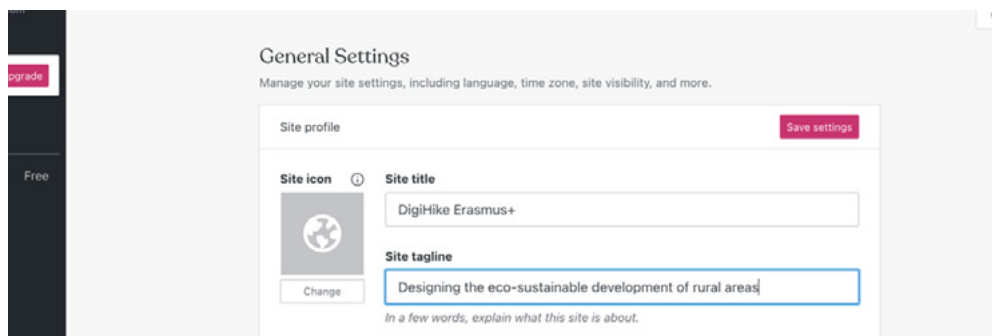
After checking the appropriate box(es) and clicking on the *Continue* button, the screen prompting for the site topic appears. Select from the pre-set items in the drop-down menu; if the site topic is not among the available items, select *Other*, then *Continue*.

Once these few registration steps have been completed, we start working on the actual site. The software proposes a series of layouts (graphic themes). Pay attention, as some of these themes are paid, although most are completely free. You can *enlarge the theme* by clicking on it, so that you can see the web page in its entirety. At this point, it is necessary to make a little effort of imagination, because the proposed themes are shown to us with images that are not necessarily relevant to the topic we want to cover on our site. It must be borne in mind that everything can be customized, so that each site, even those that use the same basic theme as a starting point, can become something unique.

In this exercise we will use the *Archeo theme*. Click on the theme and a draft site is shown on the next screen. In the upper right corner, click on *Choose Archeo*. A few seconds of waiting and you are on the site's bulletin board.

## STEP 2: NAMING THE SITE

It is necessary to pause for a moment and think, since the site name is the equivalent of the site title. It should be concise and descriptive and will be the first indexing key used by search engines. This is a key point for good SEO.



Along with the site title we are asked for a site payoff (optional). In our example we chose:

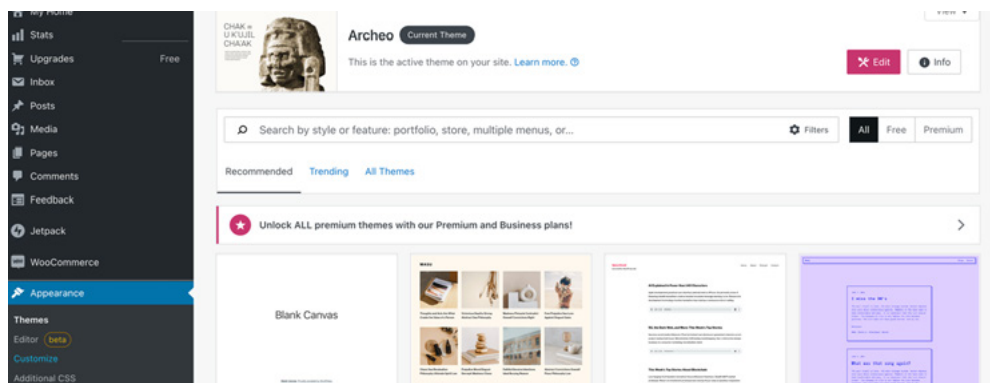
- Site title > *DigiHike Erasmus+*;
- Site tagline > *Designing the eco-sustainable development of rural areas*.

Click the *Save settings* button. In any case, none of the operations we do is final, everything can be corrected or changed at a later time.

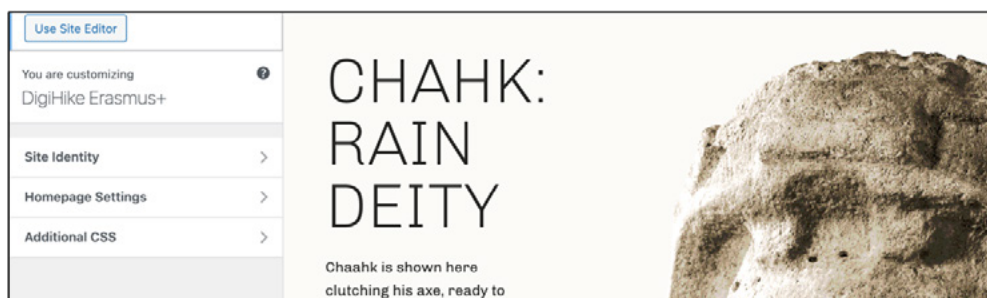
The system at this point sends a confirmation email. Click on the *Confirm your email* button, and a window will open that acknowledges receipt of the message

## STEP 3: CUSTOMIZE THE GRAPHIC OF THE SITE

Select the model that best suits your needs. As this is an event that will take place in Autumn, you can use brown colours characteristic of that time of the year.



Click *Appearance*, then *Customize* on the left side menu. Then click on *Use the site editor*.



The homepage image of the site is displayed full-screen and hovering the mouse over each individual element shows it highlighted with a box.

Select the image of the statue's face, a toolbar appears. I click on *Replace* and *Upload*. I select the file I want to upload (for example, the association logo) and click on *Open*. At this point you can see that the image has been replaced.

Repeat the operation (with the same image or another one) at the bottom of the homepage.

Similarly edit the text to the left of the image. Select the capitalized part and write what is of interest, then similarly replace the text at the bottom.

Save the work (the system asks twice to save).

Here, we are composing a site in an extremely basic way, but it is important, right from the start, to understand that with practice you can quickly improve in all respects. The important thing is not to be afraid of making mistakes and to be willing to experiment.

## STEP 4: PAGES AND MENUS

Pages represent the static content of a site, i.e. content that is not expected to change frequently over time. For example, for an association, the statutes, the organisation chart, the contact details.

To write the content of a page, simply go to *Pages* on the WordPress noticeboard and click on *Add*. A window opens with some layout proposals (predefined and therefore different depending on the graphic theme used). At a basic usage stage, we prefer not to use this solution, then close the window and fill in the required page components (title and content). Enter the title and then the descriptive text. To the right is a column with two sections: *Page* and *Block*. Click on *Page* and go to *Featured Image*. Click on the grey box and then on *Media Library*. Select an image, if it has already been uploaded, or click on *Add* and upload it. Select it, click on *Insert*, and at the top right click on *Publish*. Again, the system asks you to repeat the operation twice.

Add as many pages as you deem necessary.

At this point it is necessary to structure a menu in such a way that the site visitor can find all useful information. With the *Archeo* theme, this is extremely simple because it is done almost automatically. The page you have just written has already been placed in the menu, it is now a matter of optimizing it. To do this, go back to the notice board and under *Pages* click on *All pages*. A list of the pages registered on the site appears. Next to each one is a symbol with three dots. By clicking on the three dots, a drop-down menu appears; the last item is *Delete* and is used to delete, one by one, the pages that are not needed, e.g. those predefined by the chosen layout.



## STEP 5: ARTICLES

Articles represent the dynamic content of a site, that is, those contents that provide useful information for a limited time. For example, for an association, the route of the next hike, the convocation of an assembly or board meeting.

Click on *Articles - Add*. The operation to be performed is identical to that previously done for the Page.

Once you have entered the text of the article, you can embellish it with pictures. Click on the “+” symbol on a blue background at the top left and look for the image icon by scrolling down. Click on the image icon and three options appear: *Upload*, *Select Image*, and *Insert from URL*. Click on *Upload* and upload one of the images you have in your archive. Click on the first icon in the second section (a rectangle with a thin line above and below) you can place the image within the text column, or size it to fill all available space.

Once you have completed writing the article and inserted all the appropriate images, go to the right bar, click on the *Article* tab, go to the *Categories* item (i.e., the list of different topics the site is about), *Add a new category*, and, in the box provided, enter the name of the category (e.g., *Hiking*, *Membership Activities*, etc.). Then go to *Tags* and enter some items that better specify the topic (e.g. in the case of an excursion, the starting and ending locations, characteristic points, etc.). Also insert, with the same procedure adopted for the *Page* a featured image. Finally, publish the article.

The article will be on the homepage of the site.

## FINAL REMARKS

Through this tutorial we have created a basic-level site. To develop one's skill in website writing the best way is to experiment, clicking on all the icons and watching what happens. It is a rather long process of self-training, but one that yields concrete results. By gaining confidence with the tool, moreover, the time required for implementation will be cut down dramatically.

# /3.2

OERs AND  
OPEN SOURCE TOOLS

TITLE	TYPE OF RESOURCE	LANGUAGE	LINK
Learn WordPress	Website	EN	<a href="http://www.learn.wordpress.org">www.learn.wordpress.org</a>
WordPress: il corso gratis da brivido per fare siti web partendo da zero / WordPress: the thrilling free course for making websites from scratch	Video	IT	<a href="http://www.youtube.com">www.youtube.com</a>
How to make a WordPress Website - 2022	Video	EN	<a href="http://www.youtube.com">www.youtube.com</a>
Guida WordPress / Wordpress Guide	Website	IT	<a href="http://www.html.it">www.html.it</a>
Guida SEO per principianti all'ottimizzazione per i motori di ricerca / SEO guide for beginners to Search Engine Optimization	Website	IT	<a href="http://www.valentino-mea.it">www.valentino-mea.it</a>
SEO Tutorial For Beginners   SEO Full Course   Search Engine Optimization Tutorial   Simplilearn	Video	EN	<a href="http://www.youtube.com">www.youtube.com</a>
Guida introduttiva all'ottimizzazione per i motori di ricerca / Introduction to search engine optimization	Website	IT	<a href="http://www.developers.google.com">www.developers.google.com</a>
SEM: Guida completa al Search Engine Marketing / SEM: Complete Guide to Search Engine Marketing	Website	IT	<a href="http://www.oberlo.it">www.oberlo.it</a>

# / 3.3

## LEARNING OUTCOMES

- Understand the basics of a content management system
- Get familiar with WordPress
- Create content for a blog
- Publish content on a WordPress blog
- Understand the basics of SEO and SEM

## DIGICOMP MAPPING

- 2.1 Interacting through digital technologies
- 2.2 Sharing through digital technologies
- 2.3 Engaging in citizenship through digital technologies
- 2.4 Collaborating through digital technologies
- 3.1 Developing digital content
- 3.2 Integrating and re-elaborating digital content
- 5.3 Creatively using digital technologies

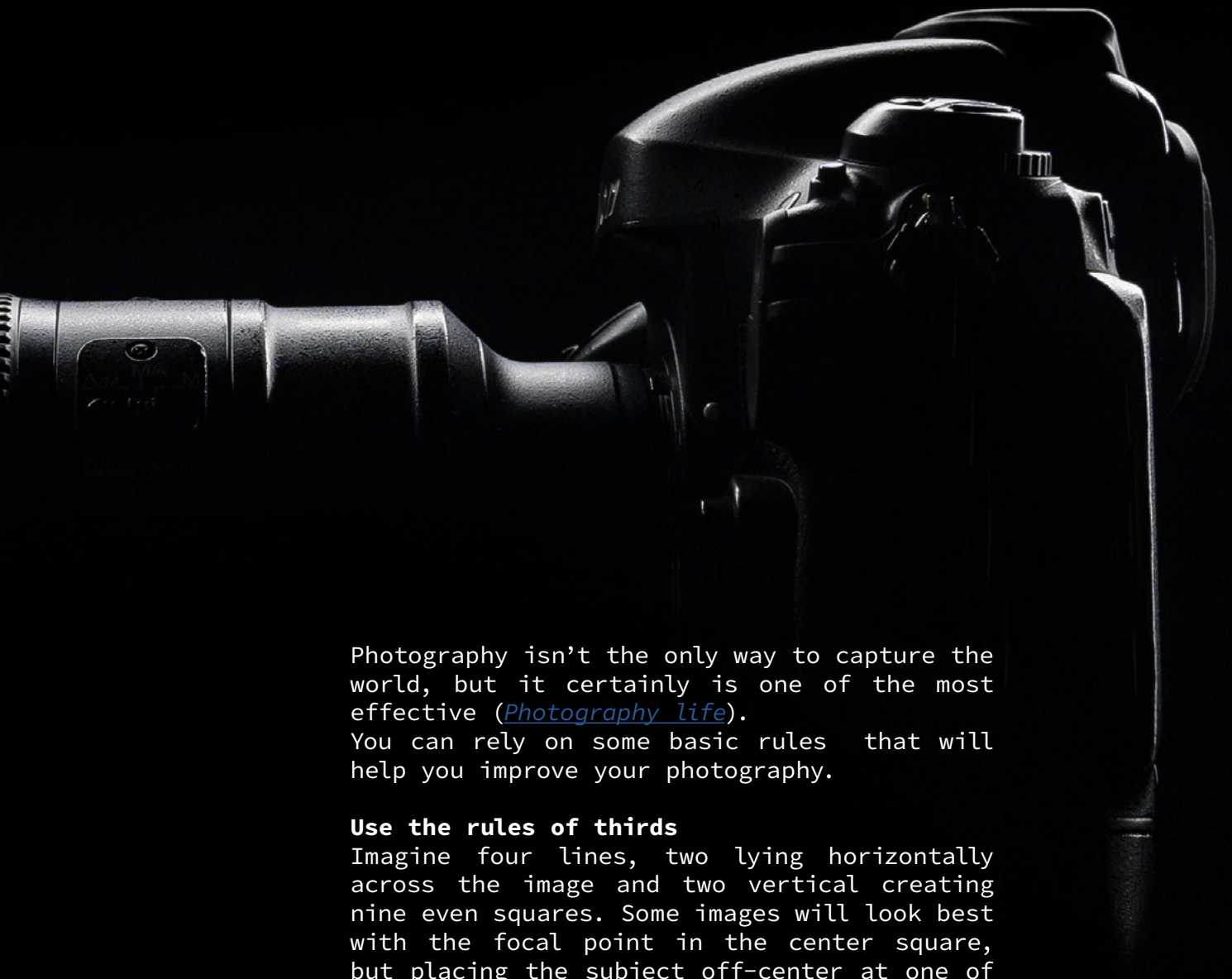




# 104

## THE POWER OF DIGITAL PHOTOGRAPHY

This section deals with the importance of visual content (especially photography) in communication. The section also aims to explore the basic concepts of digital photography, storytelling in photography, photo editing.



Photography isn't the only way to capture the world, but it certainly is one of the most effective ([Photography life](#)).

You can rely on some basic rules that will help you improve your photography.

#### **Use the rules of thirds**

Imagine four lines, two lying horizontally across the image and two vertical creating nine even squares. Some images will look best with the focal point in the center square, but placing the subject off-center at one of the intersecting points of the imaginary lines will often create a more aesthetically composed photograph (FIGURE A). A picture composed using the rule of thirds is usually more pleasing to the eye ([Exposure Guide](#)).

#### **Create a sense of depth**

When photographing landscapes, it helps to create a sense of depth, in other words, make the viewer feel like they are there (FIGURE B). Photography is the art of capturing light with a camera, usually via a digital sensor or film, to create an image.

Digital photography changed not only how we take pictures but also how we communicate [IEEE](#)

[Spectrum](#)). Digital photography is the most effective tool to engage viewers using the power of suggestion, build your audience and to keep the interest of your followers.

Social Media Strategist Jeff Bullas reports that Facebook posts with photos receive an average 37% increase in engagement.

Additionally, *Buzzsumo* found that posts with images receive 2.3 times more engagement than those without ([Exposure Guide](#)).

In order to captivate your audience, it is crucial to learn how to tell stories with your photos. Doing storytelling with your photos is key to engagement!

Below you can find some tips by [Digital Photography School](#) you may use to grab the attention of a viewer.

### Think about the story

Before you start photographing your story consider what type of shots you might need to tell it. Basic stories will usually have:

01\ Introduction. These shots introduce important characters that will follow, give information about the place where the story is happening, set the tone that the story will be told in and introduce the themes. Introductory shots should give people a reason to go deeper into the story. So in a travel album – these shots might show the travellers packing, could include a macro shot of a map of the destination or of the tickets etc.

02\ Plot. Good stories are more than just empty words. They explore ideas, feelings, experiences etc on a deeper level. Plot shots will probably make up the majority of your photographic story.



FIGURE A.



FIGURE B.

03\ Conclusion. Good story tellers are quite intentional about the way they end their stories. Last impressions count and it's worth considering what lasting image/s you want to leave with the viewer of your photos.



## GIMP

[GIMP](#) is an open-source photo editing software aimed to make visually appealing changes to your shots. GIMP provides the tools needed for high quality image manipulation. The first step is to install GIMP on your computer. Visit the official GIMP website and click on the Download button.

Below you can find the most common modifications that many people are often looking to make without having to learn too much about image processing (click [here](#) for full GIMP tutorials).

### Changing the size of an image (Scale)

You may have an image that is too large for a particular purpose (embedding in a webpage, posting somewhere online, or including in an email for instance). You can use GIMP to scale the image down to a smaller size more suitable for your use. The thing to notice for this example is that by default the window decoration at the top of GIMP will show you some information about the image (FIGURE C).

The information at the top of the window shows the current pixel dimensions of the image (in this case, the pixel size is 1225x1280).

To resize the image to new dimensions, we need only invoke the *Scale Image* dialog: *Image > Scale image* (FIGURE D). There you will find a place to enter new values for Width and Height. If you know one of the new dimensions you'd like for the image, fill in

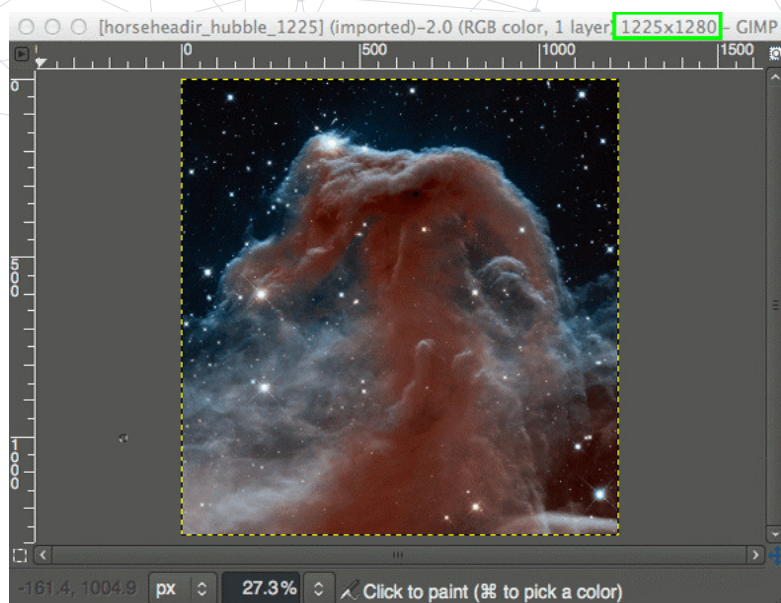


FIGURE C.

the appropriate one here. Once you are done scaling the image, don't forget to export the changes you've made (*File > Export*) to export as a new filename, or *File > Overwrite [Filename]* to overwrite the original file (use caution). For more detail about using Scale Image, you can see the full [documentation](#) by GIMP.

### Changing the Size of a JPEG

GIMP gives you the possibility to modify the file size of an image when exporting it to a format like JPEG.

Using the same image from above, it is possible to resize it to 200 px wide and exported it using different levels of JPEG compression (FIGURE E).

When you've finished any image modifications you are doing, and are ready to export, simply invoke the export dialog with *File > Export*. This will open the

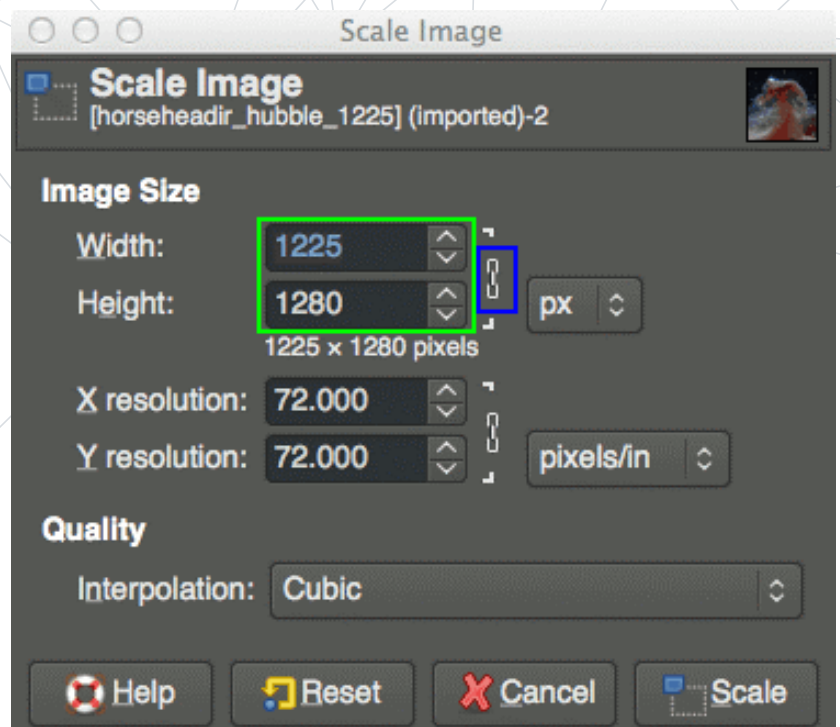


FIGURE D.

*Export Image* dialog. You can now enter a new name for your file here. If you include the filetype extension (in this case, .jpg), *GIMP* will automatically try to export in that file format for you. Here I am exporting the image as a JPEG file.

You can also navigate to a new location on your computer through the *Places* pane, if you need to export the file to a different location. When you are ready to export the image, just hit the *Export* button.

This will then bring up the *Export Image as JPEG* dialog, where you can change the quality of the export (FIGURE F).

### Crop an image

Cropping is just an operation to trim the image down to a smaller region than what you started with (FIGURE G).

You can either get to the *Crop Tool* through the tools palette (FIGURE H). Or you can access the crop tool through the menus: *Tools > Transform tools > Crop*.

Once the tool  is activated,

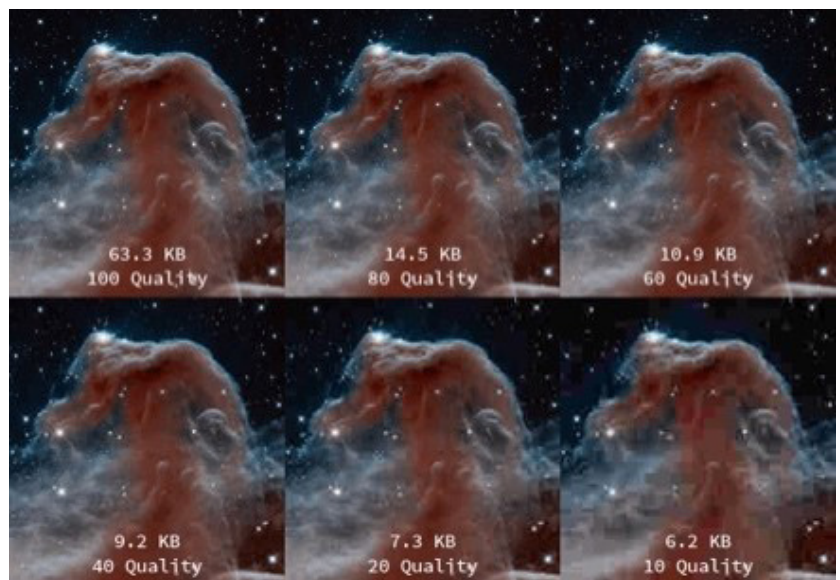


FIGURE E.

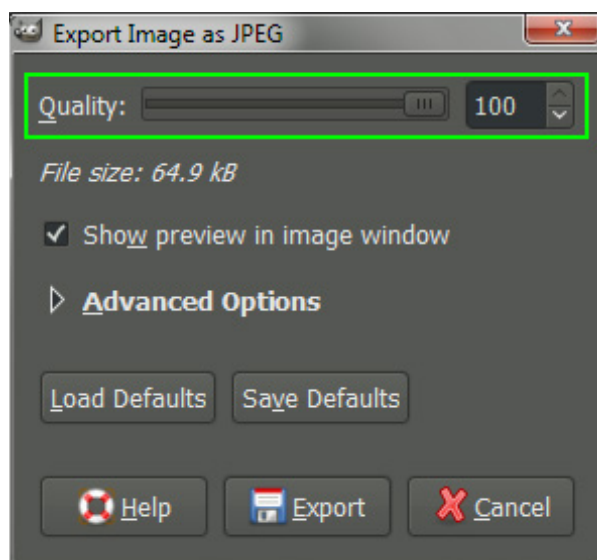


FIGURE F.



crop at all, you can press the *Esc* key on your keyboard to back out of the operation.

### Other free softwares

Besides *GIMP*, today some of the best free and open-source photo editing software solutions for both personal and professional requirements are:

- [Darktable](#)
- [Photivo](#)
- [ImageOptim](#)

you'll notice that your mouse cursor on the canvas will change to indicate the *Crop Tool* is being used.

Now you can Left-Click anywhere on your image canvas, and drag the mouse to a new location to highlight an initial selection to crop. You don't have to worry about being exact at this point, as you will be able to modify the final selection before actually cropping.

After making the initial selection of a region to crop, you'll find the selection still active. At this point hovering your mouse cursor over any of the four corners or sides of the selection will change the mouse cursor, and highlight that region. This allows you to now fine-tune the selection for cropping. You can click and drag any side or corner to move that portion of the selection.

Once you are happy with the region to crop, you can just press the *Enter* key on your keyboard to commit the crop. If at any time you'd like to start over or decide not to

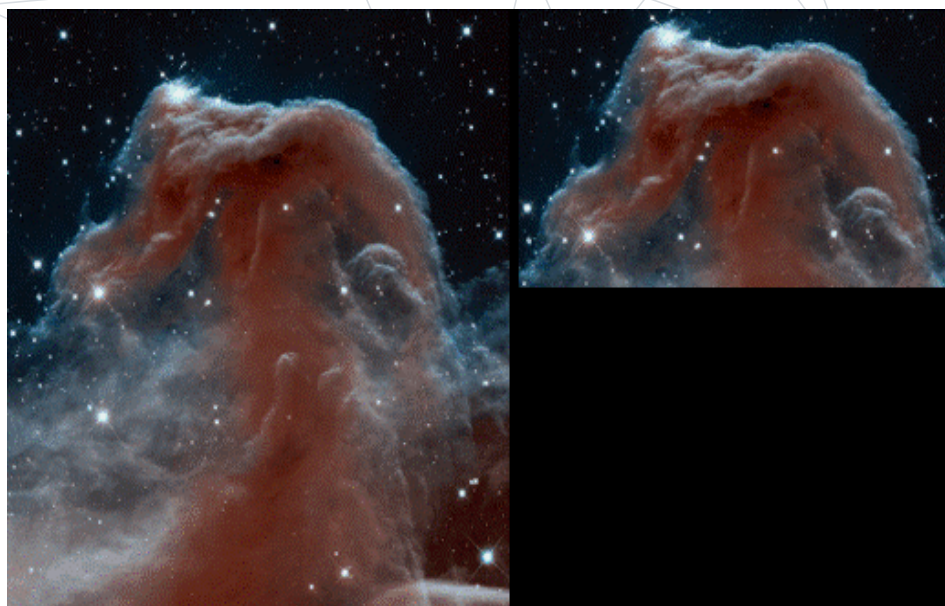


FIGURE G.

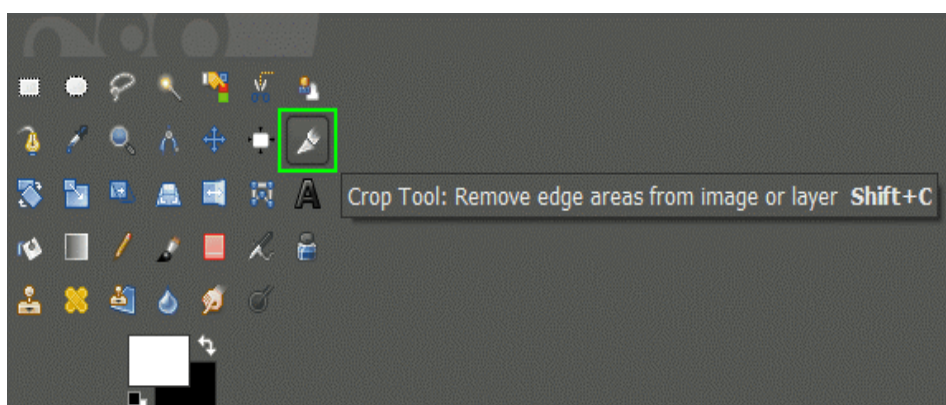


FIGURE H.

# /4.1

## EXCERCISE

Consider the following scenario. Your association will organize an outdoor event in a rural area aimed to promote both the natural environment and cultural heritage. The event will take place in Autumn and will be addressed to adult people on holiday in your region (both national and foreigner tourists).



### ASSIGNMENT NR.1

Your assignment is to collect 5 photos to promote your event online (social media, website or newsletter).

01\ Identify the event's vibe and how you'll capture it visually

02\ Shoot new photos (or share existing photos!) that capture that feeling.

03\ Use your photos to tell a larger story about your event (remember to include the elements of introduction, plot/body and conclusion).



### ASSIGNMENT NR.2

Edit your 5 shots with *GIMP*, in particular:

01\ Resize the images to 600+227 pixel and export as a new filename.

02\ Crop your shots using the *Crop Tool* and export as a new filename.

# /4.2


OERs AND  
OPEN SOURCE TOOLS



TITLE	DESCRIPTION	TYPE OF RESOURCE	LANGUAGE	LINK
Use images to give your posts impact	This article provides an overview on the importance of digital photography to increase online consent's impact.	Article	EN	<a href="http://www.urbanelement.com">www.urbanelement.com</a>
How to Do Storytelling With Your Images: 8 Useful Tips	It deals with some key tips to get you started with storytelling in photography.	Article	EN	<a href="http://www.digital-photography-school.com">www.digital-photography-school.com</a>
How to Edit Photos Like a Pro in 10 Simple Steps	It provides tips on how to edit photos.	Article	EN	<a href="http://www.wix.com">www.wix.com</a>
GIMP tutorial		Other	EN	<a href="http://www.gimp.org">www.gimp.org</a>
The Best 8 Free and Open Source Photo Editing Software Solutions	This article helps you understand some of the best free and open source photo editing software solutions.	Article	EN	<a href="http://www.good-firms.co">www.good-firms.co</a>

# /4.3

## LEARNING OUTCOMES

- 
- Users will be able to understand the importance of basics of photography in digital communication.
  - Users will be able to explore the basic concepts of digital photography.
  - Users will be able to tell stories with their photos with the aim of captivating their audience
  - Users will be able to storytelling in photography, photo editing.
  - Users will be able to use an open-source photo editing software for high quality image manipulation.

## **DIGICOMP MAPPING**

3.1 Developing digital content


3.2 Integrating and re-elaborating digital content

5.3 Creatively using digital technologies

# /05

## BASICS OF GRAPHIC DESIGN

Graphic design is the art and process of combining text and images (figures, photographs, drawings) to communicate a message effectively.



Graphic design is the art and process of combining text and images (figures, photographs, drawings) to communicate a message effectively. Graphic design is everything that communicates a visual message. Thus, its maxim is to obtain graphic manifestations or messages. Its current boom is due to the great expansion of all kinds of visual messages through our various digital and technological devices.

In a working environment, it is used to present ideas, messages and products, i.e. advertising is used to convey the company's or organization's image. It is closely related to marketing since, through a good image, the entity becomes better known and, consequently, sales of its products or services increase. In addition, people have an image of the brand in their minds. But with the advent of new





technologies, graphic design is no longer only used in advertising, but also goes beyond that, such as in corporate websites.

In turn, it is closely related to communication. A field that makes use of design and graphic designers, in part also, communicators. A graphic designer is a specialist in shaping visual messages. However, one does not have to be a graphic designer to be able to create beautiful and meaningful posts using open source websites which are intuitive and easy to use.

It is, however, always useful to

have (basic) training or interest in other areas such as image aesthetics, original creation or new computer design technologies. The importance of graphic design lies in the fact that it develops different strategies to achieve communication from a visual point of view. It is of great importance from a marketing perspective, as it allows the elaboration of different presentations that will communicate its added value. Usually, graphic design is presented as a very effective tool due to the immediacy of its message. A correct image





makes it possible to communicate something while using few words and assuring that the user stays with the message for a long time to come.

Likewise, an entity must be coherent and consistent in its communications, not only in terms of messages, but also visually. This is where the importance of graphic design comes in, as it is the discipline that will help you maintain your brand image in all its channels.

Using graphic design you can create magazines, brochures and posters as well as websites and

posts for your social networks. For these you can use applications such as *Photoshop* or *Illustrator*, which are paid applications, or as we will suggest here open-source applications such as *Dribbble*, that is an online community of designers, especially those working in graphic/web design, illustration, etc.; *Tayasui*, is one of the most realistic drawing apps and offers a wide range of tools to create amazing drawings. You can create drawings, illustrations and paintings with the help of tools such as ultra-realistic brushes





and the eyedropper. Concepts is another comprehensive drawing app that allows you to create drawings and illustrations with realistic drawing tools. The user interface is quite minimalistic and you can customise your workspace. You can use *GIMP* too, which has tools that are used for image retouching and editing, freeform

drawing, resizing, cropping, photomontage, converting to different image formats, and other more specialised tasks. You can also create animated images in GIF format and animated images in MPEG format using an animation plugin. And finally *Canva*, that is the application we are going to focus on and define in detail.

## CANVA

Canva is a graphic design and image composition website for communication founded in 2012, which offers online tools to create your own designs, whether for leisure or professional use. Their approach is to offer a freemium service, which you can use for free, but with the alternative of paying for advanced options.

To use *Canva*, the first thing you need to do is to create a user account. You can do this using your *Google* details, your *Facebook* details, or simply with your email and password. As you can see in FIGURE A., you will be shown these options to log in if you already have an account. *Canva* is extremely simple to use, and anyone will be able to create their own compositions without needing any knowledge of graphic design. You will have a main screen in which on the left there is a column with the menu of options and elements that you can add, and on the right, you have your creation (FIGURE B.).

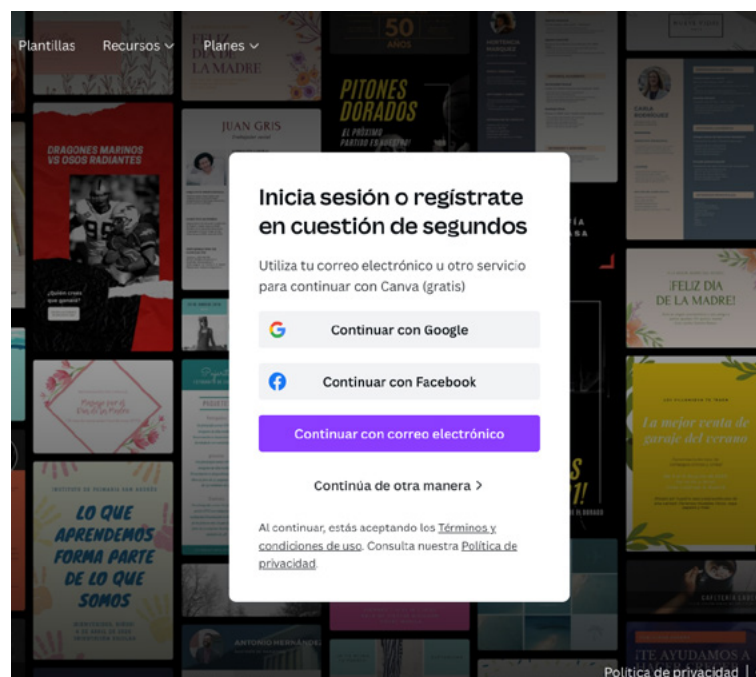


FIGURE A.

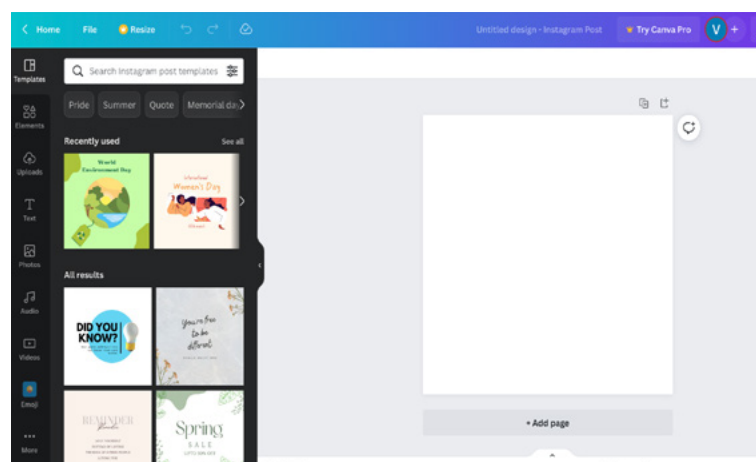


FIGURE B.



You can use many types of templates, and with them you will already have a predefined, very visual layout. You will be able to change this composition completely, as you can double click on the texts to change them, click on graphic elements to select them and edit them as you wish, or directly to delete them. And then, all you have to do is select elements in the left column and drag and drop them into your composition.

On the main screen of *Canva* you will have a front page with suggestions for types of designs, and a search engine for you to type in what you want to create and be shown suggestions (FIGURES C. AND D.) When you create your publication, both before you enter and once you are inside, you can choose one of the templates offered by *Canva* to give a specific look to the creation you want to give. These templates, on the creation screen, are in the left-hand column, and the designs are different for each type of project.

If you choose a template, you will be able to change all the elements. For example, if you click on a photo to select it, in the left column you can click on another one (or upload it) to change it for the previous one. The same happens with the background colours, and in the text you can double click to edit it to your liking (FIGURE E.)

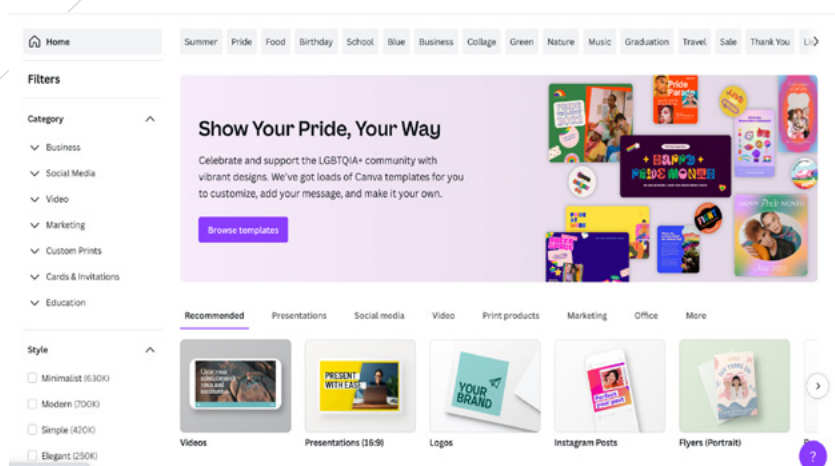


FIGURE C.

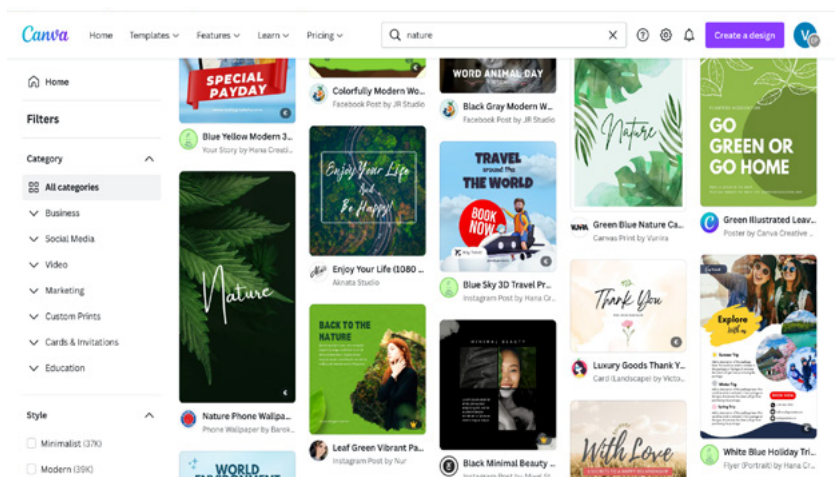


FIGURE D.

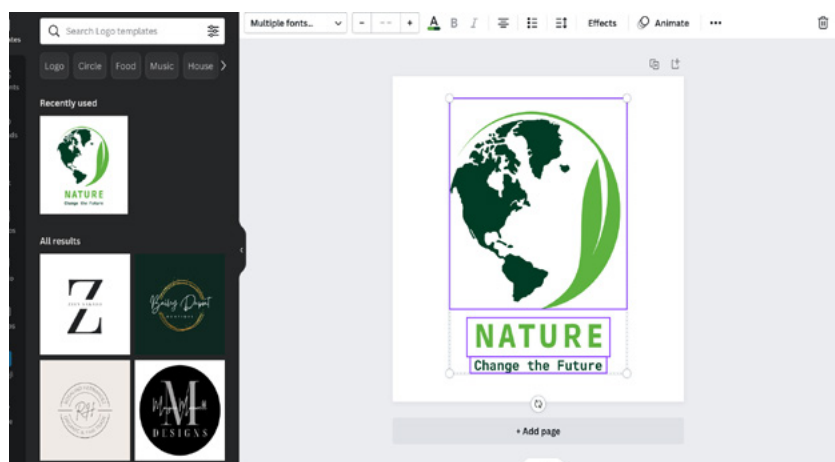


FIGURE E.



The rest of the elements on the screen can also be moved by clicking on them to select them and dragging them to another position. You can also resize and move them, edit the texts and use the options that appear above your composition to adapt the element you have selected (FIGURES F. AND G.)

In the left column you have different sections with various types of elements that you can include in your designs. All you have to do is hold your mouse over them and move them directly over your layout on the right. You can choose the type of logos and images you want to put in your design depending on the subject you are going to deal with.

You can insert anything from graphic elements to multimedia elements, or your own. All you need is patience and practice (FIGURE H.)

It is important to follow a similar line in all your posts to continue with the visual identity of your organisation. It has to be a clear and visible font, easy to read but eye-catching at the same time and it has to be in line with the theme. The information has to be the essential information to interest the participants, later you can add more information in the text or on the website. Once you have finished, you can download them in different formats and... Ready to publish on the networks!

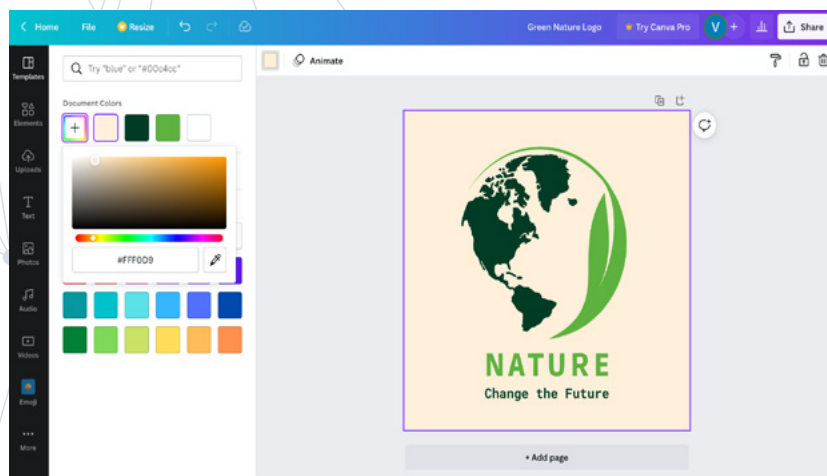


FIGURE F.

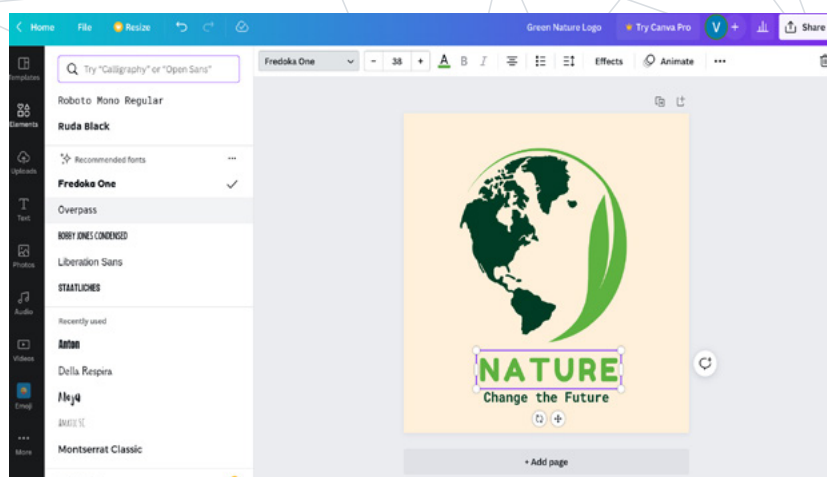


FIGURE G.

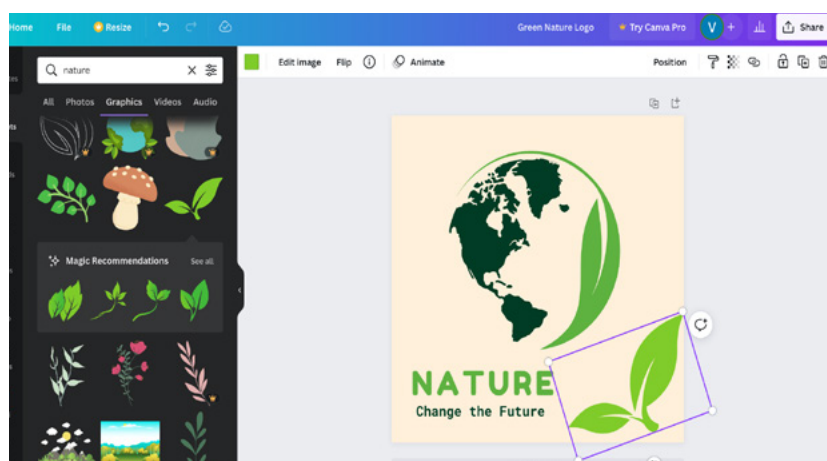


FIGURE H.

# /5.1

## EXCERCISE

In this scenario we will create a poster in *Canva* for a project that:

- Promotes a rural area and cultural heritage
- Promotes a local gastronomic product
- Is aimed at adults
- Has a duration of 8 hours
- Can accommodate 25 people

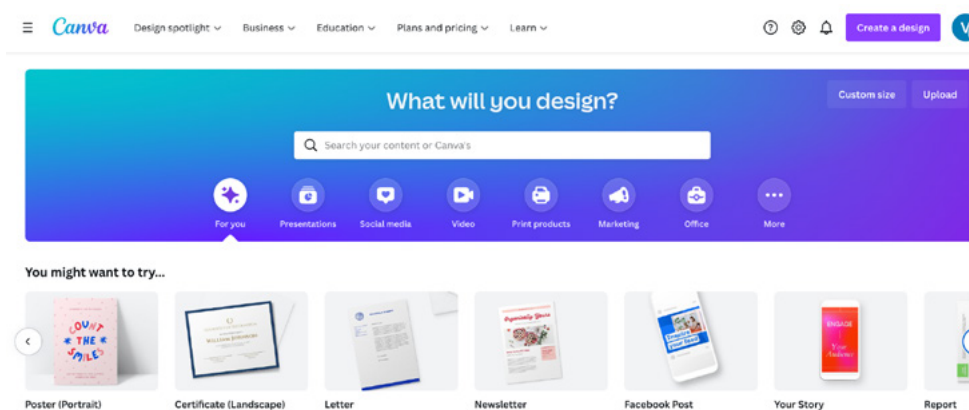
To promote the event, you can create a poster with *Canva* and uploaded it to networks, including blogs, websites, social networks, etc.

To create a poster that catches the attention of the public you can design it yourself or you can customise the images, typography and colours in your favourite *Canva* design.

With *Canva* you can create your own design using the mock-ups provided by the programme itself.

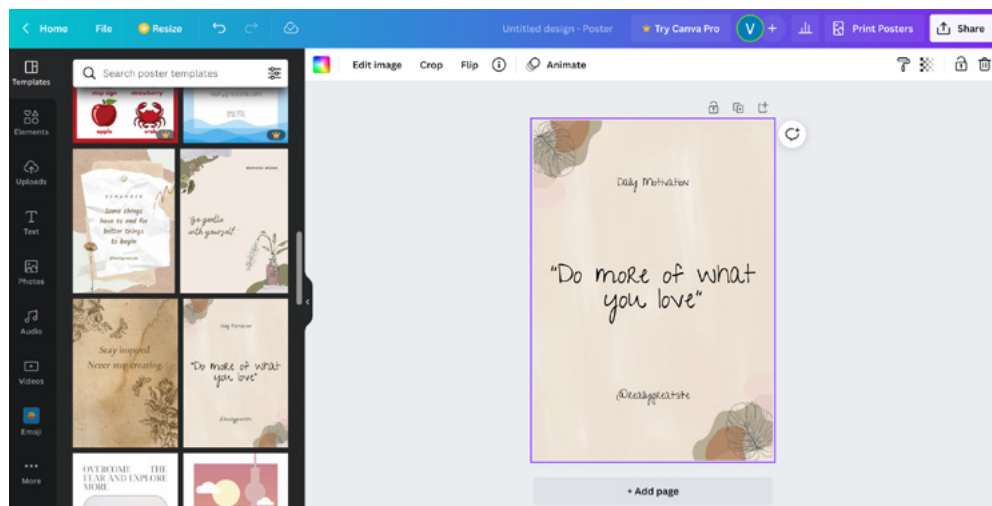
## STEP 1

Go to *Canva* and look for the option *Poster*. Click on this option and wait for the following window to load.



## STEP 2

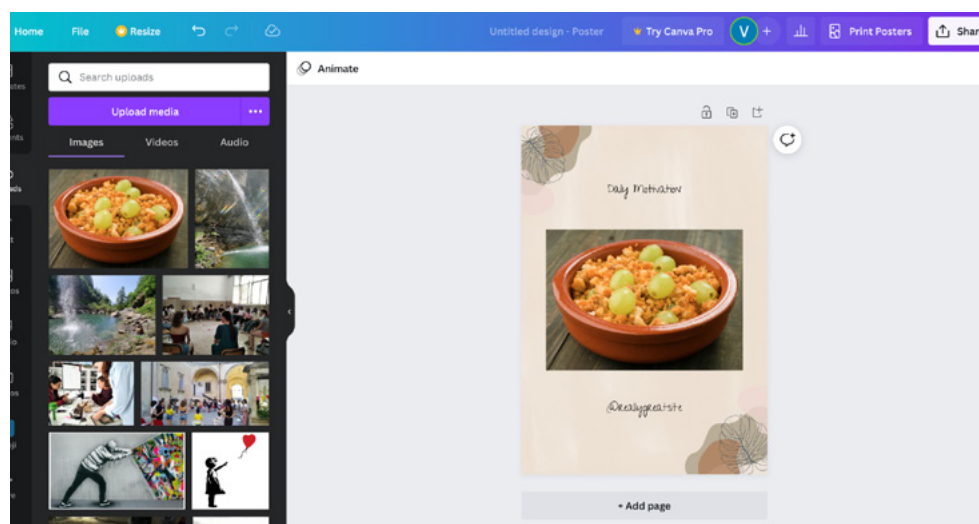
Select the model that best suits your needs. As this is an event that will take place in Autumn, you can use brown colours characteristic of that time of the year.



### STEP 3: TEXT

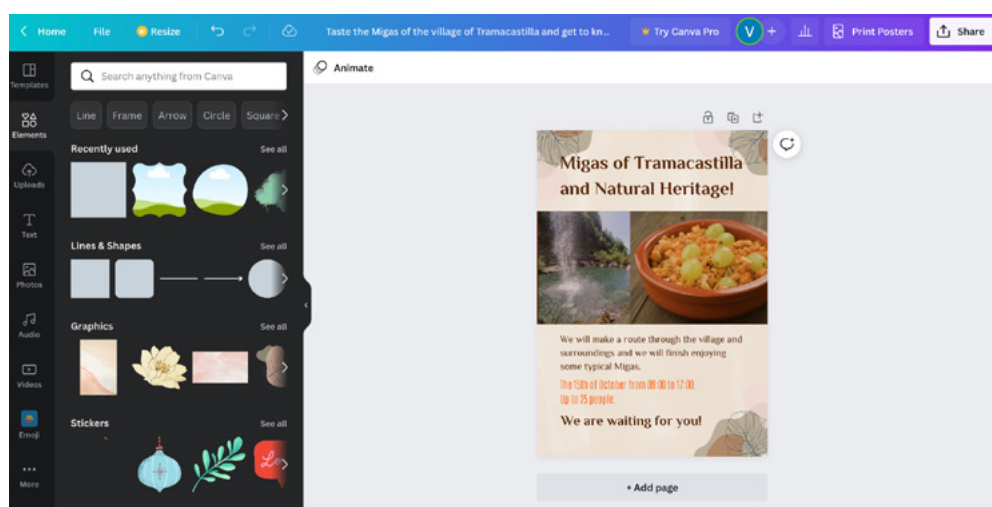
Use a typography that adapts to what you want to promote. You can also change the colour, adapting it to the range you have chosen.

For each type of information, you can use a different typography and, in this way, you can make it stand out and attract attention.



### STEP 4

Select the model that best suits your needs. As this is an event that will take place in Autumn, you can use brown colours characteristic of that time of the year.





## STEP 5

Select the model that best suits your needs. As this is an event that will take place in Autumn, you can use brown colours characteristic of that time of the year.

# Migas of Tramacastilla and Natural Heritage!



We will make a route through the village and surroundings and we will finish enjoying some typical Migas.

The 15th of October from 09:00 to 17:00.  
Up to 25 people.

**We are waiting for you!**

**Now it's your turn!**

# /5.2

OERs AND  
OPEN SOURCE TOOLS

TITLE	DESCRIPTION	TYPE OF RESOURCE	LANGUAGE	LINK
How to Use Canva for beginners!	A video explaining how to use the Canva application.	Video	EN	<a href="http://www.youtube.com">www.youtube.com</a>
The importance of networking as a management skill	Article on the importance of networking.	Article	EN	<a href="http://www.econstor.eu">www.econstor.eu</a>
Advances in Social Media Research: Past, Present and Future	Article on the advance of social networks and their importance.	Article	EN	<a href="http://www.link.springer.com">www.link.springer.com</a>
Graphic design beyond the optical experience.	This article presents an epistemological perspective on graphic design based on a broad conception of the concept of visibility.	Article	ES	<a href="http://www.dialnet.unirioja.es">www.dialnet.unirioja.es</a>
The importance of having a good corporate visual identity	This article talks about why it is so important to have a good brand and how it can help you improve your firm's reputation.	Article	ES	<a href="http://www.venizecomunicacion.com">www.venizecomunicacion.com</a>
ICT and outdoor activities are compatible	This article talks about how we can make ICT compatible with outdoor activities.	Article	ES	<a href="http://www.blog.guadalinfo.es">www.blog.guadalinfo.es</a>
60 free visual marketing tools	This article teaches you some visual marketing tools for beginners.	Article	ES	<a href="http://www.canva.com">www.canva.com</a>

# /5.3

## LEARNING OUTCOMES



- Users will gain knowledge about social networking and its importance in creating links between organisations.
- Users will learn digital skills, as well as how to use *Canva* to create their own visual identity and make their posts more meaningful.
- Users will understand the importance of gaining visibility and reaching more people, as well as the importance of building trust and reputation as an organisation.

## DIGICOMP MAPPING

2.2 Sharing through digital technologies

2.4 Collaborating through digital technologies

3.1 Developing digital content

3.2 Integrating and re-elaborating digital content

5.3 Creatively using digital technologies

# /06

## DIGITAL FUNDRAISING AND CROWDFUNDING

When raising money for a particular project/cause, non-profits have two main options: digital fundraising and crowdfunding.



When raising money for a particular project/ cause, non-profits have two main options: digital fundraising and crowdfunding. The difference between these two is a bit blurry. Let's try to understand the difference between these two terms and get started on our digital fundraising journey.

Online fundraising is "a way for nonprofits to raise money using internet-powered platforms. Fundraising online allows organizations to expand their reach and offers endless opportunities for raising money" ([Online fundraising](#)).

Crowdfunding has become an increasingly popular way of fundraising. The term refers to the "practice of funding a project by raising money from a large number of people, typically via the internet. Crowdfunding is a form of [crowdsourcing](#) and alternative finance" ([Wikipedia](#)). The crowdfunding is indeed a fundraising strategy that takes an entirely different approach.

Crowdfunding campaigns utilize the power of social media to collect a large number of small donations.

Unlike digital fundraising, crowdfunding campaigns can be associated with donations and making a profit.

The biggest difference is that "fundraising is always non for profit, meanwhile crowdfunding can be both" ([What's the difference between fundraising and crowdfunding?](#)).



Nonprofit crowdfunding is a form of fundraising aimed to encourage the audience to invest in your organization. It can be used for specific initiatives within the organization or a general donation to the cause.

### **Crowdfunding for Nonprofits: Tips to Run a Successful Campaign**

Crowdfunding “works by having a large number of people contribute financially to a project, typically through an online platform” ([20 elements that make up the pros and cons of crowdfunding](#)).

In this section we will learn how to get started with Crowdfunding.

Planning a successful crowdfunding campaign takes significant time and preparation. Before launching a campaign and running crowdfunding campaign, it is imperative that your organization understand and execute all the steps involved:

01\ Tip 1: Know the laws that regulate fundraising for non-profits.

02\ Tip 2: Target your supporters. With the aim of maximizing crowdfunding potential, it is imperative you understand who you are talking to.

03\ Tip 3: Choose the right platform: it is crucial to choose a crowdfunding platform aligned to your needs. There are plenty of crowdfunding sites. In the field of non-profits, the most powerful crowdfunding platforms are:

- [Donorbox](#): aimed to empower non-profit missions
- [Fundly](#): it is an online fundraising platform designed to help nonprofit organizations, charities, and clubs raise funds for





various cause.

- [Classy](#): it allows users to build mobile-ready, customizable landing pages that are optimized to increase donor engagement.

Since each crowdfunding platform has its own pros and cons and tends to specialize in a particular area of crowdfunding, consider the purpose of your campaign. It is crucial to select the crowdfunding platform which is right for your project/cause!

04\ Tip 4: Constantly share updates on the progress of your project/cause

05\ Tip 5: Keep attracting supporters and donors.

At [this link](#) you can find an 11-Step Guide to successful crowdfunding campaigns for Non-profit organizations.

### **Pros and Cons of Crowdfunding**

Top Benefits of Crowdfunding:

01\ Crowdfunding campaigns it can be a fast way to access capital.

02\ The online platform used for pitching the project/cause can be a powerful form of marketing, serving as a marketing tool.

03\ Crowdfunding can be a useful way to test the market and the audience's reaction to your project/cause.

04\ Donators can track the project of your project/cause.

05\ A crowdfunding platform can be a key tool for building a community of supporters. The platform can help you to turn the supports of your project/idea into loyal customers.

Top Disadvantages of Crowdfunding:

01\ Crowdfunding takes a lot of preparation: lack of proper crowdfunding knowledge may lead to an unsuccessful







campaign. It is crucial to have a real strategy in place.

02\ Project/cause theft: high chances of someone imitating your ideas.

03\ Platform fees: Crowdfunding isn't cheap! Consider your crowdfunding

site's platform fees when setting your fundraising goal.

04\ Reputation risk: if your campaign is funded, it's critical that you, as the campaign creator, deliver on the promised services on time and with

high quality. Before jumping into the crowdfunding pool, it is crucial that you understand the rules and risk associated with crowdfunding.

## CREATING A SUCCESSFUL CAMPAIGN ON GIVE WP

We will now take you through one of the platforms you can use for fundraising your outdoor events! Besides the ones we mentioned in the previous section, there is one we think is particularly good for your organization. It is called [GIVE WP](#) and it works as a free plugin of WordPress which you got familiar with in the previous chapters. First of all, before getting started, you can have a look at this useful [video tutorial](#) explaining the basics of *GIVE WP*. And you are ready to start! From the main page click on start for free (FIGURE A). You will land on the next page where you will be able to: try for free, view a live demo, download for free *GIVE WP*.

For the purpose of this Toolkit, we will now focus on the functions the tool provides you but be aware that for the installation of the plugin on your WordPress website you might need some IT support.

What does *GIVE WP* offer you and how to make the best of it? By clicking on *View live demo* you can have a taste of the tool. In the free version of the plugin, you can find the following functions (FIGURE B):

- multi-step form
- classic form
- form grid
- donor wall
- donor dashboard
- donor confirmation

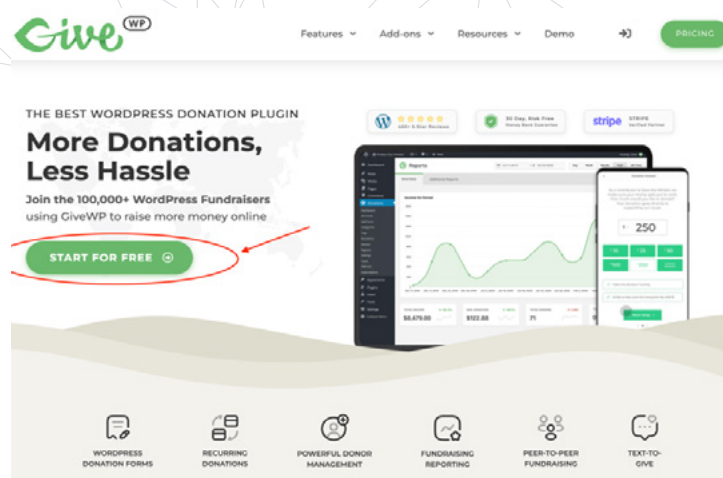


FIGURE A.

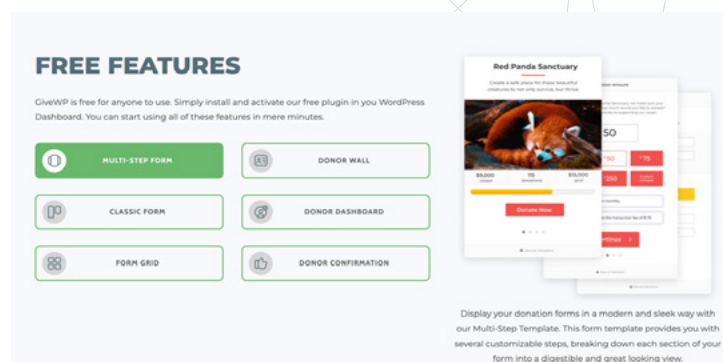


FIGURE B.

These free features allow you to create forms, view all your campaigns and manage them, manage the donors, view receipts, and send confirmation of donation to users. These simple steps can be managed by any users from the plugin dashboard and can significantly increase the impact of fundraising campaigns. The nice-looking view and in the intuitive interface, give both the users and the donors an easy and pleasant experience.

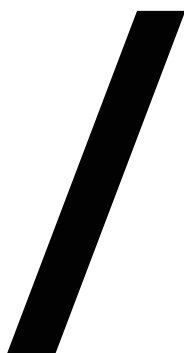
In the website you can find demos for each of the features that can help you understand how *GIVE WP* works.

# **/ 6.1**

**EXCERCISE**



Our scenario proposal it's to create a fundraising campaign for a local community walking event in nature aimed at cleaning up an area.



The idea of the event it's to promote sport and physical activity for all while doing good for the environment.

By exploring the *GIVE WP* functionalities, you should:

- set up a campaign addressed at local entrepreneurs to fundraise some money for the restoration of the cleaned-up area as a playground
- the walking event will serve as a main platform for promoting the campaign

# **/6.2**

**OERs AND  
OPEN SOURCE TOOLS**

TITLE	DESCRIPTION	TYPE OF RESOURCE	LANGUAGE	LINK
How to crowdfund you're your business idea	Article that focus on the step-by-step instructions for creating a successful crowdfunding campaign.	Article	EN	<a href="http://www.digital.com">www.digital.com</a>
Guide on Crowdfunding	Article that explains what is crowdfunding.	Article	EN	<a href="http://www.ec.europa.eu">www.ec.europa.eu</a>
What is crowdfunding and how does it work?	Article on how crowdfunding works.	Article	EN	<a href="http://www.republic.com/">www.republic.com/</a>
The difference between crowdfunding and fundraisign	Article on differences between crowdfunding and fundraising	Article	EN	<a href="http://www.funraise.org">www.funraise.org</a>
Crowdfunding Advantages and disadvantages of crowdfunding	Article on the advantages and disadvantages of crowdfunding	Article	EN	<a href="http://www.nibusinessinfo.co.uk">www.nibusinessinfo.co.uk</a>
What is Crowdfunding and how does Crowdfunding work?	Video on the main principles of crowdfunding	Video	EN	<a href="http://www.youtube.com">www.youtube.com</a>
Crowdfunding for Nonprofits: 5 Tips to Get Up and Running	Article on how to make a successful crowdfunding campaign	Article	EN	<a href="http://www.classy.org">www.classy.org</a>

# / 6.3

## LEARNING OUTCOMES



- Users will be able to understand the difference between digital Fundraising and crowdfunding.
- Users will be able to understand the principles of crowdfunding for non-profits
- Users will be able to get started with a crowdfunding campaign
- Users will be able to analyse the main advantages and disadvantages of crowdfunding



## DIGICOMP MAPPING

- 2.1 Interacting through digital technologies
- 2.2 Sharing through digital technologies
- 2.3 Engaging in citizenship through digital technologies
- 2.4 Collaborating through digital technologies



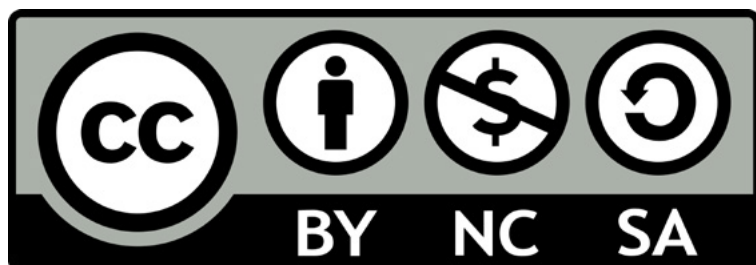
# DigiHike - Shaping sustainable local development in outdoor sports through volunteers' skills development



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