

# beyond Likes

A Practical Guide to Social Media,  
AI, and Digital Tools for Youth  
Organizations



Co-funded by  
the European Union

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This publication was prepared by the project consortium to provide practical support to organizations and youth workers; it does not represent the scientific, pedagogical, or academic positions of the consortium.

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**chapter one**

Introduction

# Introduction

Social media is part of our society, whether we like it or not. We can avoid it, but it won't go away. We live in a time where social networks and digital tools are not just communication channels, but spaces for connection, activism, and transformation. Especially for young people, social media is part of their everyday reality. It's hard to imagine daily life without it now. But... are they inherently bad?

We don't think so.

We believe they are a powerful way to connect with young people, and if we **use them right**, they can help us **build more empathetic, compassionate relationships**. For organizations working with youth, learning to navigate this digital world is no longer optional: it's essential.

**Beyond Likes** was created to support NGOs, youth associations, and institutions through this process.

This manual is one of its key outcomes: a practical guide offering tools, strategies, and real-world examples to help organizations **improve their digital communication, internal management, and their ability to truly connect with young people online**.

And yes, we know the digital world spins fast. Some of the advice in this guide might be outdated soon. But for now, we hope you find it useful, and that it helps you see social media as **an opportunity, not a barrier, for genuine connection**.

The manual has been developed with the support of the **Erasmus+ Programme of the European Union**.

## Context & purpose

For many young people, social media is their natural space for learning, expressing themselves, and staying connected. If we want to truly engage young people, we need to meet them where they are. Ignoring social media means giving up one of the most powerful ways we have to listen, support, and inspire.

Yet, many youth organizations still feel overwhelmed or disconnected from the pace and codes of these platforms. Algorithms, hashtags, formats, tone, trends... It can feel like a moving target. And we get it, it's fast, demanding, and often confusing. But it's also where much of youth culture is happening today. On the other hand, the rise of **Artificial Intelligence (AI)** is transforming not just how we communicate, but how we **work and create**.

From drafting messages to managing workflows, from editing images to analyzing impact, AI is opening up new possibilities for organizations, especially those with limited time and capacity.

But these tools are not neutral. They must be used with **care, awareness, and ethics**. That's why part of our goal is to make sure youth workers and organizations feel empowered, not replaced, by this new wave of technology.

Ultimately, this manual is about **bridging gaps**: between generations, between intentions and communication, between values and visibility. If we can use digital tools with clarity and purpose, we can amplify our impact and build stronger, more authentic relationships with the young people we serve.

# Objectives

TO **INCREASE DIGITAL LITERACY** AMONG YOUTH-FOCUSED ORGANIZATIONS.

TO OFFER **PRACTICAL TOOLS** FOR IMPROVING SOCIAL MEDIA STRATEGY AND DIGITAL PRESENCE.

TO EXPLAIN HOW **TO INTEGRATE AI** AND DIGITAL PROJECT MANAGEMENT TOOLS INTO EVERYDAY WORKFLOWS.

TO PROMOTE AN **ETHICAL, INCLUSIVE, AND YOUTH-CENTERED** USE OF TECHNOLOGY.

TO ENCOURAGE **COLLABORATION AND THE EXCHANGE OF GOOD PRACTICES** BETWEEN ORGANIZATIONS FROM DIFFERENT CONTEXTS.

TO BETTER UNDERSTAND HOW **YOUNG PEOPLE USE SOCIAL MEDIA** AND WHAT MATTERS TO THEM.

TO HELP ORGANIZATIONS **COMMUNICATE MORE EFFICIENTLY** AND IN ALIGNMENT WITH THEIR TARGET AUDIENCES.

TO DEVELOP THE ABILITY TO **DELIVER MEANINGFUL MESSAGES** TO YOUNG PEOPLE IN WAYS THEY ACTUALLY ENGAGE WITH.

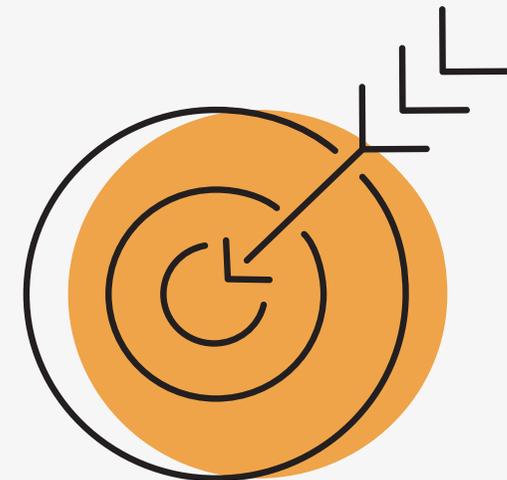
## Target Audience

NGOs, associations, and public institutions that **work with and for young people**

Educators, youth workers, social workers, professionals in the **youth sector**

Communications and project management teams in the **nonprofit sector**

Anyone interested in using digital tools with a **social and educational purpose**



## **chapter two**

# Basics of Social Media

# Basics of Social Media

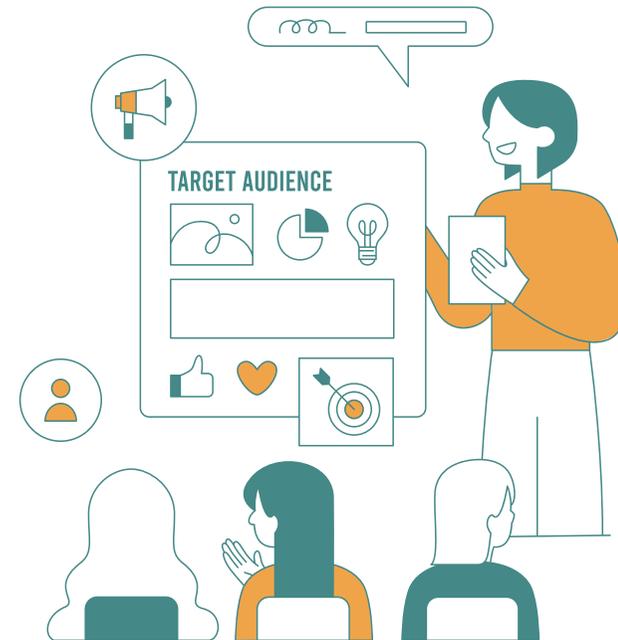
## Audience

When we talk about “**audience**,” we don’t mean everyone who might stumble across a post. We mean the **real people our work is for**, the peers and adults who influence their choices, and the partners who make our programmes possible. Writing this down is not bureaucracy; it’s empathy. It helps us decide what to say, where to say it, and how to know if it’s working.

A practical way to start is by choosing **one clear primary group**. This isn’t about collecting endless demographics, it’s about understanding **what they want, what gets in their way, and what would make them act**. Once you can picture a person, your words shift: you stop writing “for awareness” and start speaking to someone who is busy, maybe unsure, and needs a simple step forward.

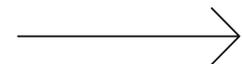
You don’t need surveys to learn this. Read a few weeks of comments and messages, notice the repeated questions, and talk briefly **with young people** and their allies. Those words and insights turn into **one-page notes** the whole team can use: goals, barriers, triggers, and the right tone of voice. These are not invented characters; they are mirrors of what you’ve heard.

The value comes when we connect these notes to action. **Knowing your audience means choosing the right platforms, formats, and timing**. It also means designing for allies, because many young people will first hear about you through them. In the end, this isn’t about perfect profiles; it’s about listening well enough to make every post, reminder, or workshop feel like it was made for someone real.



## Main platforms

Each social media platform has its own **language, rhythm, and audience**. For organizations working with young people, whether in the field of education, social inclusion or youth participation, it’s important to understand not just **how these platforms work**, but also **how they can be used strategically** to connect, promote, and amplify impact at local, national, and European levels.





Instagram is still one of the most widely used platforms among young people aged 16 to 30. Its visual and dynamic format makes it **ideal for sharing everyday activities, storytelling, and visual campaigns**. It's also a great space for promoting Erasmus+ projects, announcing events or workshops, and creating engaging content through stories, reels, and interactive tools like polls or Q&As.



Although it's less popular with young people, Facebook remains key for reaching adults, parents, educators, and institutions. It's useful for **promoting events, sharing news, and coordinating with local communities**. It also works well for dissemination purposes when aiming to show impact to broader networks, including stakeholders, municipalities or funders.



WhatsApp and Telegram are great tools for internal coordination, group management, and quick communication. They **can also be used for broadcasting information about upcoming activities or opportunities**, especially in closed groups of young participants or local collaborators.



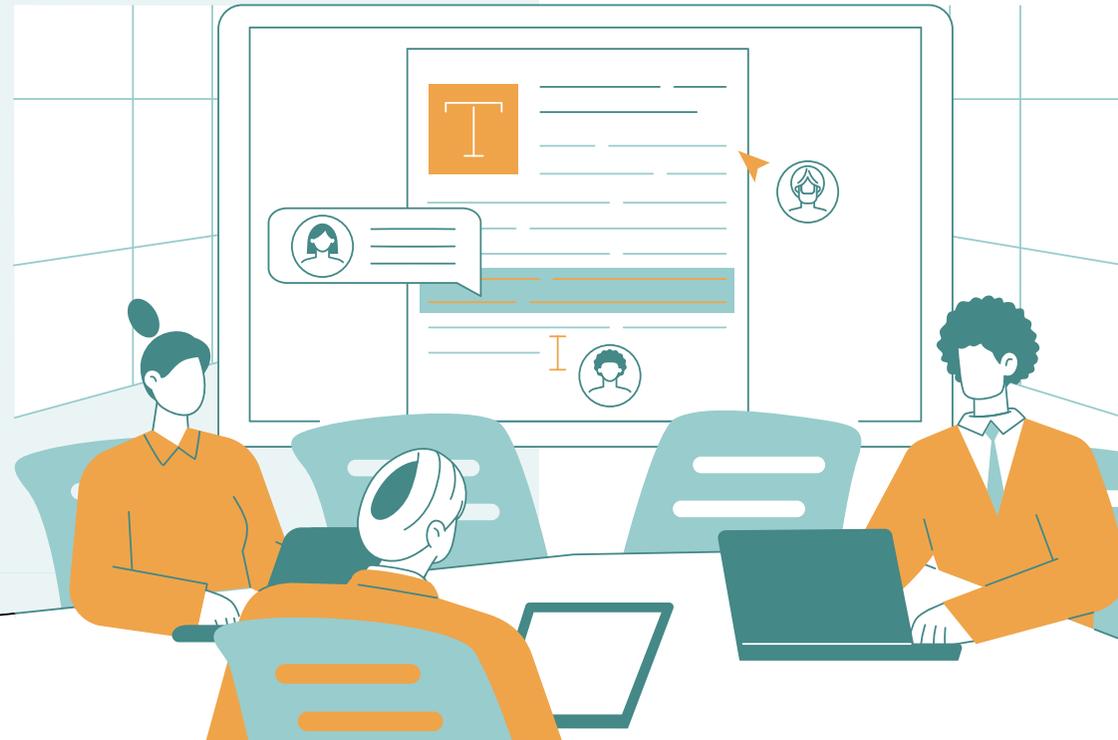
YouTube is a versatile and powerful platform for all ages. Perfect for publishing project results, training content, interviews with participants, or recap videos from local events. Many organizations **create a YouTube channel** to centralize audiovisual content and link it from their websites or other platforms.



X (formerly Twitter) is mostly used by professionals, activists, and journalists. It's **a good place to share project milestones, reports, or research results**. While not ideal for youth engagement, it can help position your organization in national and European conversations related to youth policies, social rights or digital education.



More formal and professional, LinkedIn is **useful to share the achievements of your projects, build credibility, and connect with other NGOs, public bodies or funding institutions**. It's also a good space to promote European cooperation, partnerships, and long-term project impact.



TikTok is a must if your target group is Gen Z (13–24). While it requires creativity and adaptability, it's **incredibly powerful for raising awareness, engaging young people**, and even launching micro-campaigns. Some organizations have started to use TikTok to show "behind the scenes" of youth work, promote Erasmus+ opportunities, or share useful tips in a fun, relatable way.



### Emerging platforms: BeReal, Discord, Twitch.

If your organization works with highly digital or niche youth groups, it's worth exploring these platforms. **Discord** is widely used in the gaming and creative communities and can be a good space for building community. **Twitch**, originally focused on gaming, is increasingly being used for live events, panels, or awareness campaigns. **BeReal** and **Threads** are still growing but can be interesting for showing authenticity and experimenting with new formats.



# Types of content

Social media offers a diverse landscape of content formats, each carrying specific characteristics, strengths, and risks. From short captions to immersive video, the way information is packaged can strongly influence how young people perceive the world, and themselves.

Importantly, **youth are not just passive consumers of content.** They actively shape the digital environment by creating, sharing, and responding to content. The design and tone of what they engage with can affect their identity development, behavior, emotional health, and social participation.

For youth workers and organizations, understanding these content types is essential for fostering positive digital engagement, guiding content strategy, and supporting young people in **becoming critical, creative, and responsible digital citizens.**

## TEXTS

*Posts, Captions, Blogs, Tweets*

Text-based content is a powerful tool for reflection, storytelling, and peer-to-peer learning. When used well, it can drive awareness campaigns, encourage dialogue, and give young people a voice. It adds depth and empathy, though in fast-paced digital spaces it may struggle to capture attention, be misinterpreted, or spread misinformation without proper moderation.

## VISUALS

*Photos, Memes, Infographics*

Visual formats are highly engaging and easily shared, conveying messages at a glance. Memes blend humor, identity, and commentary, while infographics make complex information accessible. Yet visuals can oversimplify, reinforce stereotypes, or promote unrealistic standards, shaping young people's self-perception in powerful ways.

## VIDEOS

*Reels, TikToks, YouTube Shorts, Stories*

Video allows emotions and stories to connect authentically, making it ideal for tutorials, campaigns, and personal testimonies. Short-form videos resonate strongly with youth, but algorithms often reward sensational content, and social pressure to join trends can influence behaviors without critical reflection.

## LIVE STREAMING

*Instagram Live, TikTok Live, Twitch*

Live streaming creates immediate interaction and a sense of community, fostering trust and participation through Q&As, debates, or collaborative events. Still, the lack of control in real time can lead to disruptions, inappropriate comments, or harassment, making moderation and preparation essential.

## INTERACTIVE

*Polls, Quizzes, AMAs, Challenges*

Interactive content actively involves young people, boosting engagement, feedback, and ownership of conversations. However, participation does not always equal value. These tools can promote superficial interaction or misuse personal data, so privacy and ethical considerations must remain central.

## AI-GENERATED

*Avatars, Voices, Text, Art*

AI-generated content opens creative opportunities for self-expression through avatars, stories, or art. Yet it raises concerns about authenticity, identity, and misinformation, especially when indistinguishable from reality. Transparency about AI use is essential to build trust and avoid confusion, ensuring young people understand its ethical boundaries.

# Start simple

**Every piece of content should help one person with one thing.** Before deciding on format, style or design, take a moment to imagine the young person you are addressing and the real question they might ask. Once you know that, explain clearly **what they will get, why it matters, and what they can do next.** That's the essence of good communication: being useful, relevant and direct.

If you prefer to follow a simple structure, **start with a short promise in the first line** that captures attention, add a quick proof (perhaps a fact, a real example or a short quote) **and finish with a clear action.** Write as if you were talking to someone just after a workshop, using simple sentences, concrete words and everyday language. Avoid internal jargon or technical terms that don't mean much outside your team. If your audience would naturally ask "Do I qualify?", don't title your post "Eligibility criteria."

Always remember that **you're writing for a phone, not for a printed brochure.** The first line should make sense within three seconds; if it doesn't, adjust the line, not the reader.

Inclusion and accessibility are not extras, they are part of quality. Use language that feels open and respectful, without stereotypes or shame, and plan for accessibility from the start. Think about how images, captions, colours and text sizes affect readability and inclusion. **Keep consent and privacy in mind at every step; if a post could expose or embarrass someone, it should not be published.**

You'll find more detailed guidance later on defining your visual identity and refining your writing techniques, but for now, **keep one simple rule: speak to one person, with one message, and offer one clear next step.**

# Not a random post!

**Sharing great content doesn't happen by accident.** Before posting, take a moment to decide who you're talking to, where they are, and what kind of message will actually help them today. Planning doesn't need to be complicated; it's about finding a steady rhythm that serves your audience and your goals, not the algorithm or the calendar.

**Think small and consistent.** Two or three useful posts a week are better than ten rushed ones. Give each post a clear purpose: one might help new people discover you with a short, engaging video; another can explain what you offer and why it matters; and another might encourage action through a simple form, link, or reminder. When every post has a reason to exist, your week already has a plan.

**Quality matters more than quantity.** Write as if you were answering a real question from a real person. Keep your tone warm, natural, and easy to understand; avoid jargon and internal language.

As we mentioned earlier, accessibility is part of good communication, so make sure your content can be easily read, heard, or viewed by everyone. If something feels off or invades someone's privacy, don't post it.

**Scheduling tools are useful, but they don't replace good judgment.** It's fine to prepare content in advance, as long as you stay flexible and ready to respond to real life; a new question, an update, or something relevant happening in your community. Keep your review process light but clear, so important posts always get a quick second look before going live.

Later on, you'll find more detail about how to organize, create, and measure your content, but the basic rule stays simple: **don't post at random.** If something doesn't serve your audience or your goals, don't publish it yet. Improve it, schedule it properly, or let it go. **Consistency and clarity will take you much further than any trend.**

**chapter three**

Brand & Design

# Brand & Design

## Understanding who you are

"Who am I?" or "Who is my organization?" are the first questions you need to answer.

Building a strong identity helps you show up in a way that's clear, consistent, and true to what you believe in. It's how you make people recognize you, trust you, and want to be part of your story. When you know who you are, it's easier to talk to the right people, choose the right words, and even pick the colors and images that fit you best. A strong identity isn't just about looking good, it's about making real connections.

That process is called **branding**, and is like creating a character.

Imagine your organization as a character in a story. Characters have both a **personality** (who they are on the inside) and a **look** (how they are on the outside), so...

...ask yourself:



What drives it?

**your mission**

What does it believe in?

**your core values**

How does it talk?

**your voice and tone**

What does it care about?

**your key messages**

What does it look like?

**your logo**

What mood does it express?

**your color palette**

How does it write?

**your typography**

What does it wear?

**your visual style**

# Why Does Branding Matter in Youth Work?

## TRUST AND CREDIBILITY

People are far more likely to support or collaborate with an organization they recognize and trust. A clear, consistent identity shows you're reliable and serious about your mission.

## STRONGER COMMUNITY ENGAGEMENT

When people see a brand that reflects their own values, they're more likely to volunteer, join your events, or share your message. Branding helps the right people feel connected to you.

## CLEAR COMMUNICATION

Branding helps you explain who you are, what you do, and why it matters, quickly and clearly, even to people who've just discovered you.

## BETTER OPPORTUNITIES

A professional, cohesive brand reassures donors and funders. It shows that your organization is organized, transparent, and capable of creating real impact.

## AMPLIFIED IMPACT

With strong branding, your messages are clearer and more memorable. You'll be easier to find, easier to understand, and harder to forget.



# The personality

## MISSION

Your mission is the big goal that drives everything you do, even if you are a small or new organization. It's the change you want to create in your community, the opportunities you want to offer, or the way you want to inspire people. A clear mission helps others understand what you stand for and why they might want to work with you.

### EXAMPLES

- *"We create workshops that help young people discover their strengths and talents."*
- *"We organize cultural exchange projects to bring different communities closer together."*
- *"We promote environmental awareness through local clean-up events and education."*
- *"We support young entrepreneurs by offering free training and mentorship programs."*

## CORE VALUES

Core values are the beliefs and principles that guide everything your organization does. They are like the "moral compass" of your group, the things you will always defend, support, and promote. Clear core values help you make decisions, communicate honestly, and build trust with the people you want to reach.

### EXAMPLES

- *"We believe in inclusion, everyone should feel welcome and valued."*
- *"We believe in creativity, young people should be free to express themselves."*
- *"We believe in sustainability, protecting the environment is part of every project we do."*
- *"We believe in lifelong learning, every experience is a chance to grow and learn."*

MISSION

CORE VALUES

VOICE & TONE

KEY MESSAGE



# The personality

## VOICE & TONE

Your voice and tone are about the way your organization "talks", in emails, social media posts, workshops, or events. Your voice stays mostly the same, but your tone can change depending on the situation (friendly, serious, inspiring, etc.). Choosing the right voice and tone helps people feel connected to you and trust what you say.

### EXAMPLES

- *Voice: Friendly, positive, and supportive:*

*"We know learning new tools can feel challenging, but you're not alone. Step by step, we'll get there together!"*

- *Tone for a social media post: Energetic and casual:*

*"Come join us this Saturday, let's make a difference together!"*

- *Tone for a funding report: Respectful and professional:*

*"We are proud to present the results of our recent community project."*

## KEY MESSAGE

Your key messages are the big ideas and topics your organization keeps talking about; online, at events, in workshops, everywhere. They are the subjects that matter most to you and to the people you want to reach. Having clear key messages helps you stay focused, consistent, and memorable.

### EXAMPLES

- *A youth NGO involved in Erasmus+ projects might focus on: equal opportunities for young people, digital skills, youth participation, and international mobility.*
- *An organization working locally with fewer-opportunity groups might focus on: inclusion, empowerment through education, access to cultural and community events, and mental health support.*
- *A youth-led network might focus on: non-formal education, volunteering, civic engagement, and creating safe spaces for young people to express themselves.*

MISSION

CORE VALUES

VOICE & TONE

KEY MESSAGE

# The look

## LOGO

## COLOR PALETTE

## TYPOGRAPHY

## VISUAL STYLE

### LOGO

Your logo is like the face people will remember you by. A good logo doesn't have to be complicated, it just **needs to feel true to who you are**. It should show a little of your mission, your spirit, and your energy, all in a simple and recognizable way.

If you're asking someone to design a Logo for you, regardless if you're working with a designer or a volunteer, you still need to give clear direction.

#### What to prepare before talking to a designer:

- A short description of your organization's mission: 3–5 words that describe your values or vibe (e.g., “friendly,” “youthful,” “professional”).
- Who your audience is (young people? professionals? families?)
- Colors you already use or like
- Examples of logos you like (and what you like about them)

#### What to ask for:

- Files in high-resolution and vector format (e.g., PNG, SVG, PDF)
- A version that works on light and dark backgrounds
- A simple, clean design (avoid fine detail)
- A logo that works in color and black & white
- A square version for social media profiles
- A horizontal version for banners or website headers



*If there's no budget for a designer, no prior skills, and no Adobe CC subscription, you can still look professional with DIY tools.*

**Canva** is the easiest place to start: it's drag-and-drop, has thousands of ready-made templates, and lets you save a simple brand kit (colors, fonts) to keep everything consistent. **Photopea** is a free, browser-based “Photoshop” for working with layers, masks, and exporting SVG/PNG.

# The look

LOGO

COLOR PALETTE

TYPOGRAPHY

VISUAL STYLE



For quick palettes, use **colors.com** for instant color schemes with lock and freeze to keep favorites. To refine, try **Adobe Color** to explore harmony options, check contrast, and browse trend palettes so your colors stay polished and accessible.

## COLOR PALETTE

Colors carry emotions and set the mood. Choosing **a small group of colors (your "palette")** helps create a consistent feeling whenever people see your materials. It usually consists of 2-4 colors that are used in everything you create, like social media posts, presentations, flyers, website etc.

### How to choose your color palette?

1. Think about the feeling you want to give.

Is your organization serious? Youthful? Calm? Bold? Playful? Write down 2-3 words that describe your tone.

2. Look for colors that match that mood.

A quick way to start is to use a free online tool like Colors or Adobe Color. These tools help you mix and match colors that look good together.

3. Pick:

1 main color (your brand's "voice")

1-2 secondary colors (to support and balance)

1 neutral color (like white, light gray, or dark gray for backgrounds and text)

4. Test your palette.

Try placing your colors next to each other in Canva or PowerPoint. Can you read white text on your main color? Do your colors feel too loud together? Adjust until it feels easy on the eyes and true to your brand.

- ✗ Using a lot of random colors, it makes your brand feel messy
- ✗ Picking trendy colors that don't fit your mission
- ✗ Forgetting accessibility: high contrast = better readability for all users
  
- ✓ Stick to your chosen colors everywhere: in social media, posters, email headers, etc.
- ✓ Save the color codes (HEX or RGB) so you can reuse them exactly.
- ✓ If unsure, go for simplicity. Two great colors are better than five confusing ones.

# The look

LOGO

COLOR PALETTE

TYPOGRAPHY

VISUAL STYLE

## TYPOGRAPHY

Typography means the style of letters and text you use, like your organization's handwriting. **The fonts you choose can say a lot about your personality.** It can make you look serious, playful, formal, artistic, or anything in between.

Examples:

- \* A youth organization might choose bold, playful fonts.
- \* A professional training NGO might choose clean, simple fonts.
- \* An artistic group might choose creative, hand-drawn fonts.

How to pick fonts?

1. Pick a main font for your titles.

Choose something bold, easy to read, and full of character.

2. Pick a font for your body text.

It should be clean and easy on the eyes when reading longer sections.

3. Decide on text rules.

Will you use all caps for titles? Will you center or left-align your text?

4. Use free tools and libraries.

Google Fonts offers free, high-quality fonts you can easily use.

- ✗ Using too many different fonts in one design.
- ✗ Choosing fonts that are too decorative and hard to read.
- ✗ Forgetting about mobile users, text should be easy to read on a small screen.

- ✓ Stick to 1 or 2 fonts maximum to keep your design clean.
- ✓ Make sure your fonts are readable at small sizes (especially on phones).
- ✓ Use bigger text for titles and smaller for paragraphs (visual hierarchy).

good fonts for titles

Avenir

Montserrat

Playfair Display

good fonts for body text

Lato

Open Sans

Roboto

# The look

LOGO

COLOR PALETTE

TYPOGRAPHY

VISUAL STYLE



## VISUAL STYLE

**Your visual style is the full picture**, the mood of your photos, your logo, your website, your social media posts, the icons you use, even the way you lay things down. It's how all these pieces come together to tell one visual story.

Examples:

- ▲ Bright and energetic with lots of action photos.
- ▲ Calm and inspiring with nature backgrounds.
- ▲ Creative and bold with colorful illustrations.

How to define your visual style?

1. Pick a mood. Calm, bold, youthful, classic, friendly, serious; what vibe fits your mission best?
2. Choose your imagery style. Will you use real-life photos, playful illustrations, minimal graphics? Try to stay consistent across all platforms.
3. Set your design rules. Will your posts be simple and clean, or full of colorful patterns? Do you want rounded shapes or sharp angles? Consistency matters!
4. Create a moodboard! Use Pinterest, Canva, or even PowerPoint to collect examples of the style you want. It helps you stay on track visually.

- ✗ Using a lot of random colors, it makes your brand feel messy
- ✗ Picking trendy colors that don't fit your mission
- ✗ Forgetting accessibility: high contrast = better readability for all users

- ✓ Stick to your chosen colors everywhere: in social media, posters, email headers, etc.
- ✓ Save the color codes (HEX or RGB) so you can reuse them exactly.
- ✓ If unsure, go for simplicity. Two great colors are better than five confusing ones.

## **chapter four**

# content creation

# Content creation

Creating compelling content is one of **the most powerful tools** NGOs have, especially when attention is scarce and feeds are crowded. Content is how your mission becomes visible and useful in someone's day. With limited budgets but strong purpose, the right piece can bridge the gap between awareness and action, between **scrolling and supporting**.

You don't need studio gear or a production team to make an impact. What you do need is **clarity of purpose** (what you want to say, to whom, and why now), **authenticity** (real stories told honestly beat polished ads), and creativity with constraints (most NGOs work in low-resource environments, and that's often where the most inspiring stories live). It also means shaping each message to the place it lives: a photo for the feed, a short vertical video for TikTok or Reels, a longer horizontal one for YouTube.

**One idea, one action, in the right shape.** The craft isn't about tricks; it's about respecting people's time, making ideas easy to grasp on a phone, and staying ethical with consent, dignity, and privacy.

This chapter turns those ideas into practice. We'll keep the tone warm and plain while showing you how to write posts that sound like you, shape photos and graphics that carry your brand, make short and long videos people actually finish, run live sessions safely, and reuse what you already have so effort stretches further. **We'll focus on simple steps you can repeat on a normal week, not just on perfect days.** And because publishing isn't about random posts, later in this guide we'll show you how to plan content with a simple editorial calendar that saves time and keeps your team aligned. If you want optional help from AI for drafting or polishing, you'll also find guidance in the next chapter.



# Writing for Young People

## Keep a human voice

Write like you'd speak after a workshop: short sentences, plain words, real examples.

🗨️ "The organisation hereby announces a call for participants."

✅ "We're looking for 6 young people to join us in May. Travel covered, apply by Friday."

## Write a first line for a phone

Most people only see the first line before tapping "more." Make it clear and concrete.

✅ "Not sure if Erasmus+ Youth is for you? Free info session in Lisbon, find your path to train, travel or volunteer."

## Shape it: Promise → Proof → Action

Promise: what they get / Proof: a quick fact, example, or peer voice/ Action: one clear next step.

✅ "In 30 minutes we'll explain grants, who qualifies, and real examples from young people in Portugal. You'll leave knowing how to apply this month. Save this and tap the link to book: Thu 18:30, Biblioteca de Belém."

## Ask for one small step: be specific.

✅ "Tap to book your free seat for Thursday, two spots left."

Other good options: "Save this," "Share with a friend," "Send us one question."

## Keep it short and scannable

Most people read fast and on their phone. Use short lines, simple punctuation, and white space.

✅ "Free youth workshop this Thursday — learn how to plan your first project."

🗨️ "We are pleased to announce a comprehensive training opportunity for young people interested in developing project management skills."

## Use real voices

Quotes from real participants sound more human than slogans.

✅ "I joined by chance — now I'm planning my own exchange." — Sara, 21

🗨️ "Empowering youth through innovative training opportunities."

## Show benefits, not features

Say what they'll get or feel, not just what you'll do.

✅ "Leave with a plan and the confidence to apply."

🗨️ "We will hold a 2-hour session on project writing techniques."

Avoid NGO jargon

## Use clear, everyday language.

Skip heavy words like "empowerment," "stakeholders," or "synergies."

✅ "Work with other young people who care about the same things."

🗨️ "Participate in an empowering networking activity fostering youth synergies."

## One idea, one post

Every post should do one job: catch attention, explain, or get action. Trying to do all at once confuses people.

✅ "Not sure how Erasmus+ Youth works? Free 30-min info session on Thursday."

🗨️ "We offer training, volunteering, networking, and cultural opportunities for young people all over Europe."

## End with a clear action

Never assume people know what to do next, say it clearly.

✅ "Tap to book your seat." / "Save this post for later."

🗨️ "Follow us for more information about future opportunities."

# Visual formats: photos, infographics, memes

## STEP 1 — PHOTOS THAT TELL A STORY

- Use natural light; face people toward a window or stand in open shade.
- Move closer, remove distractions, and mix wide, medium, and close-up shots.
- Show action or expression instead of posed lines.
- *Example:* instead of a group shot, show two participants planting trees.

## STEP 2 — INFOGRAPHICS & CAROUSELS THAT HELP DECISIONS

- Use them to **explain criteria**, steps, or deadlines quickly.
- **One idea per graphic**; if you have more, make a short carousel.
- **5-slide starter:**
  - 1 Who can join & what you get
  - 2 Age / location / cost
  - 3 What to bring / what we provide
  - 4 How to apply (one clear path)
  - 5 Call to action: save + apply by [deadline]
- *Example slide 1:* “Free Erasmus+ Youth session, who qualifies & what you get.”

## STEP 3 — MEMES AND CULTURAL RIFFS (USE WITH CARE)

- They work when they're kind, current, and linked to your mission.
- Co-create with young people or share memes made in workshops (credit if they want).
- Avoid stereotypes and inside jokes. If it will age fast, post as a Story.
- *Example:* after a media literacy session, share a meme made in-session: “Straight from our workshop, funny, real, and on point.”



## QUICK CHECKS BEFORE PUBLISHING

- Understandable in 3 seconds.
- One idea per slide/post.
- Dignity and consent respected.
- Caption repeats the promise and gives one clear action.
- Text readable on a phone.

## RECOMMENDED IMAGE SIZES

- **Square** 1080×1080
- **Portrait/carousel** 1080×1350
- **Stories/Reels/TikTok** 1080×1920

## ACCESSIBILITY BASICS

- **ALT text:** one short line on what's in the image and why it matters.
- **Add subtitles** to any video with voice.
- **Use strong contrast;** don't use colour alone to carry meaning.

## USEFUL APPS

- **Canva** — carousels, posters, brand kits, quick icons.
- **Adobe Express** — fast background removal, resize for platforms.
- **Snapseed** — quick photo edits on mobile (tune, heal, perspective).
- **Photopea** — advanced editing in the browser (free).

# Video

## SHORT-FORM (Reels, TikTok, Shorts)

### PURPOSE: DISCOVERY.

One idea, quick value, one small action.

### HOW TO MAKE IT WORKS?

- **Pick one idea only.** Example: “What DiscoverEU really is (30 seconds).”
- **Hook in the first 2 seconds.** Put the promise on screen and show a face early.
- **Show, don’t tell.** Use quick before/after shots or over-the-shoulder views.
- **Keep audio clean.** Quiet room, phone close, or a simple clip-on mic.
- **Subtitles always.** Many watch on mute; keep lines short and readable.
- **End with one action.** “Save this and tap the link in Stories to apply.”

### Mini script example (20 seconds)

**0–2s:** Text on screen: “If you’re 18, this is for you.” Presenter points to text.

**3–7s:** Quick clips of trains + backpacks. Overlay: “DiscoverEU = free travel pass.”

**8–15s:** Steps on screen:

·Step 1 Apply on the European Youth Portal

·Step 2 Wait for results

·Step 3 Pack and go

**16–20s:** “Next round opens soon • Link in bio to apply.” Presenter waves with a small backpack.

### ALWAYS START WITH A HOOK:

“What nobody tells you about [topic]...”

“If you work with young people, you need to hear this.”

“3 mistakes you’re making right now in [topic]...”

“Let me show you in 30 seconds how to [result].”

“We tried it for you: here’s how [tool/app] really works.”

“Stop wasting time on [common action], do this instead.”

“The pro trick to [desired result].”

“If you could only follow one tip about [topic], make it this one.”

## LONG-FORM (YouTube, Vimeo)

### PURPOSE: DEPTH.

Tutorials, testimonials, project stories.

### HOW TO MAKE IT WORK?

- **Promise in 5 seconds.** Title + opening must show clear value.
- **Roadmap in one line.** “We’ll cover A, B, and a live example.”
- **Keep structure simple.** Problem → Show → Do next.
- **Use chapters with timestamps** (0:00 intro; 0:30 A; 2:30 example; 5:00 next steps).
- **Clean audio.** Viewers forgive simple visuals, not bad sound.
- **Subtitles/captions** added and checked.
- **Finish with one action.** Point to a guide, playlist, or sign-up.

### Script skeleton (6–8 minutes)

**Intro (0:00–0:30):** who it’s for + promise.

**Part 1 (0:30–3:00):** quick fixes (3 things that matter).

**Part 2 (3:00–6:00):** live demo.

**Outro (6:00–8:00):** recap + CTA: “Download the guide and book your free seat”.

### USEFUL APPS:

- **CapCut** — free, fast, and beginner-friendly video editor for mobile and desktop, a top choice for beginners thanks to its simplicity and powerful features.
- **YouTube Studio** — the official tool for creators. Lets you trim clips, add chapters, manage uploads, and include subtitles directly on YouTube.
- **InShot** — simple and intuitive mobile editor for quick trims, music, and text overlays. Great for fast content creation on the go.
- **DaVinci Resolve** — free pro editor for advanced edits such as color correction, audio mixing, and post-production.
- **VN Video Editor** — free video editor for mobile and desktop that offers more precision and effects, but it requires more time to learn.
- **LumaFusion** — iOS-only and paid, yet one of the most powerful mobile editors available.
- **Canva Video** — drag-and-drop explainer and simple reels.



# Live streams & events

Live sessions create presence and trust. They let young people ask questions, see the humans behind your organisation, and feel part of something. With basic prep, lives are safe, smooth, and useful.

## Step 1 — BEFORE

• **Define the point.** “Q&A for 18–24s: how to apply without jargon.”

Write a one-page run-of-show: opening → 2–3 topics → Q&A → closing.

• **Assign roles.** Host speaks; moderator manages chat/pins links; tech support if possible.

• **Set ground rules.** What’s allowed; how to report abuse. Pin them at the start.

• **Consent & safety.** Decide if you’ll record, where it will be shared, and collect consent from recognisable speakers (see Chapter 6).

## Step 2 — DURING

• **Open strong.** “This is for young people interested in Erasmus+. We’ll cover who qualifies, deadlines, and how to apply.”

• **Moderate actively.** Pin links, remove hate/spam, thank good questions.

• **Talk in short beats;** use concrete examples.

• **Invite interaction.** Polls, Q&A box, or “comment one word.”

• **Close with one clear action.** “Book your free seat, link pinned in the chat.”

## Step 3 — AFTER

• Save and trim. Upload the replay with a clear title and description.

• Recap post. Share the top 3 questions answered + the next date.

• Log incidents and learnings. Note drop-offs and repeated questions.

## QUICK CHECKS BEFORE GOING LIVE:

1. One clear goal.
2. Roles assigned (host, moderator, tech).
3. Ground rules pinned.
4. Decision on recording + consent collected.
5. Clear CTA for closing.

## USEFUL PLATFORMS & HELPERS.

- **Instagram Live / TikTok Live** — fastest reach to young audiences.
- **YouTube Live** — best for longer events and easy replays.
- **Zoom / Google Meet** — structured workshops; manage participants; record.
- **StreamYard / OBS Studio** — multi-platform streaming, banners/logos.



# Creating engaging content

Reaching young people through social media is not just about publishing, it's about connecting. Engaging content doesn't just inform; it inspires action, invites dialogue, and builds trust. For youth organisations, this means moving beyond announcements and embracing creativity, participation, and authenticity in everything you share.

Engagement is not about chasing likes, it's about creating a space where young people feel seen, valued, and motivated to respond. When your content resonates, it starts conversations, spreads organically, and strengthens the relationship between your mission and the people you serve.



## What makes content engaging?

### RELEVANT

speaks to the audience's real interests, challenges, and aspirations.

### TIMELY

connects with what's happening now (events, awareness days, trends).

### INTERACTIVE

invites participation through votes, replies, or reactions.

### VISUAL

uses images, videos, reels or carousels creatively to catch the eye.

### AUTHENTIC

shows real people, real experiences, real language.

### ACTIONABLE

includes a clear next step (sign up, comment, share, reflect).

## TOOLS

- **Canva FREE for non-profits and educators**

The most accessible design platform, with drag-and-drop simplicity and thousands of templates.

- **Adobe Express**

Cloud-based content creation tool for graphics, videos, PDFs, and web pages.

- **Figma**

Collaborative design platform ideal for co-creating visuals, presentations, or UI elements.

- **Lumen5**

AI-powered video creator that turns text into social-ready videos with stock footage and templates.

- **Piktochart / VistaCreate**

Easy tools for infographics, one-pagers, and visual storytelling.

- **Descript**

Audio and video editor that lets you edit by text—ideal for podcasts, interviews, or subtitled youth content.

Nonprofit organizations can access free or discounted versions of most tools by registering through platforms such as **TechSoup** or **Percent**, which validate NGO status and provide access to exclusive offers, or even free plans.

# Practical tips

## 📍 FOCUS ON REAL PEOPLE AND STORIES

Stories connect more than statistics. Show young people in action—learning, participating, creating. Example: Share a quote from a workshop participant, with a photo and the caption:

“Before this training, I never thought I could speak in public. Now I feel unstoppable.”

– Alex, 19, Athens.

## 📺 USE DIFFERENT CONTENT FORMATS

- Post an Instagram Reel with 3-second clips from your last activity.
- Share a carousel of posters made by young people in a creativity workshop.
- Publish a before/after video of a youth-led community project.
- Turn a blog post into a visual LinkedIn carousel or infographic.

## 💡 START WITH A MESSAGE, NOT A MEDIUM.

Each post should have a purpose: to inform, to celebrate, to invite, to reflect. Ask yourself: What is the key idea? What do I want the audience to feel or do?

## 🗣️ USE QUESTIONS TO INVITE INTERACTION.

Turn statements into conversations. Instead of: “We launched a new project today.” Try: “What kind of youth-led projects would you love to see in your community?”

## 📱 USE INSTAGRAM STORIES FOR INFORMAL ENGAGEMENT

- Daily recap of an event (“Day 2 in Athens – What surprised us today?”)
- Quick polls: “Do you prefer in-person or online workshops?”
- Countdown to the next activity or call for volunteers

## 🌱 INVOLVE YOUNG PEOPLE IN CONTENT CREATION

- Invite them to do an Instagram takeover for a day
- Ask for their quotes, photos, testimonials
- Run a mini contest: “Share your best photo from the event and tag us!”

## ♻️ REUSE AND REPURPOSE CONTENT

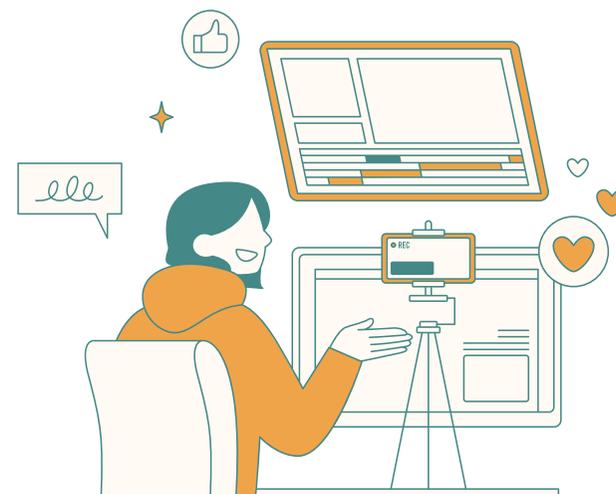
You don’t need to start from scratch each time. Examples:

- Turn a powerful quote into a graphic for Instagram
- Use workshop photos for a “thank you” post
- Post short clips from a longer video over several days

## 🌍 MAKE YOUR CONTENT ACCESSIBLE

Accessibility isn’t optional, it’s part of quality. A few quick habits make your posts usable by more young people:

- Alt text: describe what’s in images so screen reader users get the message.
- Captions/subtitles: add them to every video; many watch with sound off.
- Contrast: use text and backgrounds with enough contrast so it’s readable on a phone in daylight.
- Plain English: avoid jargon; short sentences help everyone, not just non-native speakers.
- Inclusive visuals: show diversity without stereotypes, and avoid content that could shame or exclude.
- Test your post by turning off the sound and zooming out the screen—does the message still land?



## ➔ BE CLEAR AND DIRECT

Avoid overexplaining or using abstract terms. Keep it simple and focused.

-Instead of: "We are facilitating a participatory initiative to promote inclusive digital methodologies within the framework of KA210-YOU."

-Try: "Want to learn how to use social media and AI to reach more young people? Join our free workshop next week in Lisbon!"

## 🏠 ADAPT TO EACH PLATFORM

Different platforms = different formats and tones.

-On Facebook: "Check out the summary of our last training, including photos and testimonials."

On Instagram: A photo carousel with youth quotes + a reel showing behind-the-scenes moments.

-On TikTok: A 30-second video with music showing the top 3 moments of the event + a funny challenge.

## 📊 SHOW THE PROCESS, NOT JUST THE RESULT

Don't wait for the "perfect" photo. People love seeing the journey.

-Example: Post a messy table full of sticky notes and drawings during a brainstorming session. Caption: "Our workshop on AI tools is getting real, we can't wait to show you what's coming next!"

## 🍷 USE EMOTION WISELY

Emotion creates memory. Be inspiring, funny, or real.

-Example: Share a short video of a participant explaining how a training helped them find their voice. Add subtitles and a heartfelt caption: "From silent to speaker, Anna shared her story in front of 30 people for the first time."

## 🗣️ INVITE DIALOGUE, NOT JUST REACTIONS

Use stories, questions, and polls to create interaction.

-Instagram story: "Do you feel safe using social media?" → Yes/No

-Caption: "Have you ever changed your behaviour because of what you saw online? Drop your thoughts 🗣️ we're listening."

## 🗣️ SPEAK LIKE A HUMAN, NOT LIKE AN INSTITUTION

Make your audience feel like you're talking to them, not at them.

-Instead of: "The organization hereby announces the upcoming call for participants."

-Try: "Hey! We're looking for 6 motivated young people to join us in Murcia this May. Travel costs covered, and great vibes guaranteed!"

-Turn a powerful quote into a graphic for Instagram

-Use workshop photos for a "thank you" post

-Post short clips from a longer video over several days

## 🎨 MAKE VISUALS WORK FOR YOU.

Images and videos should match your message and be inclusive.

-If you're posting about diversity, avoid stock photos of business people — show real youth, real faces, real moments (with consent).

-Example: Share a meme created by participants during a media literacy session, it's authentic, fun, and shows impact.

## 🏆 CONNECT EVERY POST TO YOUR BIGGER PURPOSE

Tie everything you post to your mission, even the small things.

-Example: Posting a group photo? Use the caption to reinforce your values: "Behind this photo: 3 days of learning, laughter, and honest conversations about how youth workers can use AI for good."

## 🗣️ CONTENT IS NEVER NEUTRAL

The format we choose is just as important as the message itself. Both shape how young people interpret what they see, how they feel about it, and what actions they might take. As facilitators, we must stay aware of the emotional, social, and cognitive impact our content can have.

## 🧠 BE INTENTIONAL WITH WHAT YOU SHARE:

Prioritize content that is inclusive, emotionally intelligent, and aligned with your organization's values.

## **chapter five**

# AI for Youth Communication

# AI for Youth

Until recently, **artificial intelligence (AI)** sounded like something out of a science fiction movie. Today, it's in our phones, our browsers, our documents, and it can also be a **valuable ally for youth organisations**.

**AI isn't about replacing human work.** It's about supporting it, making everyday tasks more efficient and opening new creative possibilities, even when resources are limited. For youth workers, it means having access to tools that can enhance **communication, content creation, project management**, and outreach, without needing to be an expert in technology.

In the context of youth work, where connection, empathy and relevance are key, AI tools can help you:

- **Create** more engaging and diverse content to reach young people where they are.
- **Save** time on repetitive tasks and focus more on human interaction.
- **Personalise** content depending on the platform and audience.
- **Visualise** and explain complex ideas more easily.
- **Involve** young people in co-creating digital campaigns using intuitive tools.

That said, **using AI also requires awareness and responsibility.** Just because a tool makes something easier doesn't mean it's always the best option. Youth workers need to understand not only how to use AI, but why, when, and with what limits, always keeping ethical and inclusive communication at the centre.

This chapter is a short and practical guide to **help you understand the basics of AI and explore tools** that can enhance efficiency, creativity, and communication in your daily work with young people.

## Does & doesn't

### WHAT AI SHOULD DO

- ✓ **Draft and edit:** produce first versions of captions, emails or reports that you then adapt to your voice.
- ✓ **Support accessibility:** auto-generate subtitles, propose ALT text, or simplify text into plain English.
- ✓ **Boost creativity:** help design a carousel outline, propose colour palettes, or suggest post ideas.
- ✓ **Save time:** summarise long transcripts, trim video clips, or prepare short recaps.
- ✓ **Surface insights:** group common questions from comments, spot themes in feedback.

### WHAT AI SHOULD NOT DO

- ✗ **Replace human** decisions in sensitive areas (eligibility, safeguarding, moderation).
- ✗ **Generate fake** quotes, images, or people presented as real.
- ✗ **Publish content without a human check.**
- ✗ **Handle personal or sensitive data** (names, IDs, health info, addresses) in public tools.
- ✗ **Reinforce stereotypes, shame, or bias** without challenge.



# First steps with AI

AI can be a great ally when used with intention. It helps you move from a blank page to a workable draft so you can focus on what really matters: clarity, authenticity, and relevance.

## **The rule is simple: AI drafts, you decide.**

### **Start by knowing what you want to say and to whom.**

Give AI short, concrete context, your audience, purpose, and a few real facts (dates, names, locations). Avoid pasting sensitive data or internal notes.

### **Let AI create a first version, then bring it to life yourself.**

Add details from your own experience, adjust tone to sound natural, and delete anything that feels generic. If it doesn't sound like your organisation, rewrite it.

### **Quick rules to keep in mind:**

- Be specific: clear tasks get better drafts.
- Stay human: your voice gives meaning to the message.
- Edit with intent: adapt for your audience and local context.
- Check ethics: no personal data; get consent if someone is identifiable; always add captions or ALT text.

AI doesn't replace creative thinking, it speeds up the starting point. The value comes from what you decide to keep, change, or cut.



A full **Prompt Library** with ready-to-use examples (captions, carousels, stories, DMs, summaries, and more) is available in the Annex.

## Ideation & drafting

Once you understand the basics, use AI to shape ideas and structure your communication. Think of it as a brainstorming partner that helps you organise, not automate, your message.

Begin by **defining your goal** (Discover, Consider, or Act) and your audience. Ask AI to outline a structure that fits the format you need (a short caption, a 5-slide carousel, or a script for a short video) but keep it focused on one idea per piece.

When reviewing, **check three essentials:**

1. Accuracy: are all facts correct and current?
2. Clarity: does the first line make sense on its own?
3. Action: is there one clear next step for the reader?

### **Practical tips for better drafts:**

- Use AI to explore tone or structure options, not to write final text.
- Combine AI's outline with real examples, quotes, or visuals from your work.
- Ask for alternatives (“make it warmer,” “shorter,” “simpler”) to refine your message.
- Keep posts mobile-friendly: short sentences, readable text, clear layout.
- Always end with a single, specific call to action.
- Avoid overloading AI with vague or conflicting requests, and never publish first drafts without a human check. AI should help you write faster and think deeper, not replace your judgment.

# Pick the right AI tool

## ✍️ Text Creation and Writing Assistance

🟡	ChatGPT	Text generation, rewriting, idea development
🟡	Gemini	Text and idea generation by Google
🟡	Grammarly	Grammar, tone and clarity improvement
🟡	Quillbot	Paraphrasing and summarizing
🟢	Jasper.ai	Long-form content and marketing copy
🟡	Writesonic	Social media text, ads, captions
🟡	Copy.ai	Headlines, product descriptions, short copy
🟢	DeepL Write	Text correction and style improvement
🟢	Perplexity.ai	AI assistant for source-based research and fact-checking
🟡	Syllaby.io	Short-form video script generation for social media
🟡	Notion AI	AI assistant within Notion for writing, planning, organizing
🟢	Surfer SEO	Optimize blog content or web pages with SEO insights

## 📄 Transcription, Summarizing & Smart Documents

🟡	Otter.ai	Transcribe meetings and interviews
🟡	TLDV	Summarize Zoom/Meet calls
🟡	Tactiq	Live meeting notes and summaries
🟢	ChatDOC	Ask questions about PDFs/Docs
🟢	Puzzle Labs	Turn content into glossaries/learning tools
🟡	Resoomer	Summarize academic/long texts
🟢	ChatPDF	Chat with any PDF like a bot

## 🏢 Branding and Interactive Content

🟡	Typeform	Smart surveys and forms
🟡	Tome.app	AI storytelling slides/pages
🟡	Gamma.app	AI slide decks and documents
🟢	Postwise.ai	Optimize/automate social writing style
🟡	Rewind.ai	Search everything seen/heard on your Mac
🟡	SlidesAI	Create slide decks from text prompts
🟢	ChatThing	Custom chatbot from your site or PDFs

## 🎥 Video and Audio Content Creation

🟢	Synthesia	AI avatar videos from script
🟢	HeyGen	AI video messages with avatars
🟡	Clipchamp	Edit videos with AI helpers
🟡	Runway ML	Background removal, text-to-video tools
🟡	Lumen5	Turn text into short videos
🟢	Pictory	Auto-clip long videos into shorts
🟡	Descript	Edit by transcript (video/podcast)
🟢	Murf.ai	AI voiceovers (multi-language/tones)
🟡	Podcastle	Record/edit podcasts with AI tools
🟡	Wisecut	Auto-cut, subtitles, music for shorts
🟡	Steve.ai	Animated explainers from blog/text

## 🎨 Design and Visual Content Creation

🟡	Adobe Firefly	Text-to-image and visual generation
🟢	MidJourney	Artistic image generation (Discord)
🟡	DALL-E	Text-to-image inside ChatGPT
🟡	Stable Diffusion	Open-source text-to-image, customizable
🟡	Nano Banana	Consistent characters & 3D-like renders
🟡	Leonardo.ai	Concept art, game assets, stylized images
🟢	Flair.ai	Branded social post/product mockups
🟢	Looka is	Logo and brand kit generator
🟡	Genially AI	Ideas for interactive/animated content
🟢	Beautifulai	AI-generated presentations
🟡	Designs.ai	Logos, videos, banners, voiceovers suite
🟡	Magic Eraser	Erase objects from photos
🟢	Ideogram.ai	Generate images with readable text
🟡	Cleanup.pictures	Clean up and remove people/objects
🟡	Canva Text to Image	Generate images from prompts in Canva
🟢	Brandmark.io	Brand assets (logos, fonts, palettes)
🟡	Remove.bg	AI background removal
🟡	Clipdrop (Stability AI)	Relight/cleanup/replace tools
🟡	Fotor AI	Photo editing, retouching, filters
🟡	Canva Magic Studio	AI captions/layouts/background removal

Free   
Freemium   
Paid 

# Advanced users: build your own AI assistant

For teams with more time or curiosity, AI can also be used to create your own mini-AI, such as a **chatbot or an internal assistant**.

**3 real examples** that work for NGOs or youth organizations:

1. **Event FAQ bot** – Create a simple chatbot for your event that can answer common questions such as “When is it?”, “How do I register?”, or “Who can join?”
2. **Internal assistant** – Build a private bot to help your team find key documents, like consent forms, templates, or internal procedures, without searching through folders.
3. **Document Q&A** – Upload your policies, reports, or meeting notes and let the bot answer specific questions about them, saving time and improving access to information.

## HOW TO START

You don't need to code from scratch because you can find beginner-friendly options.

Note: all examples below are freemium

- **Chatbase.co**

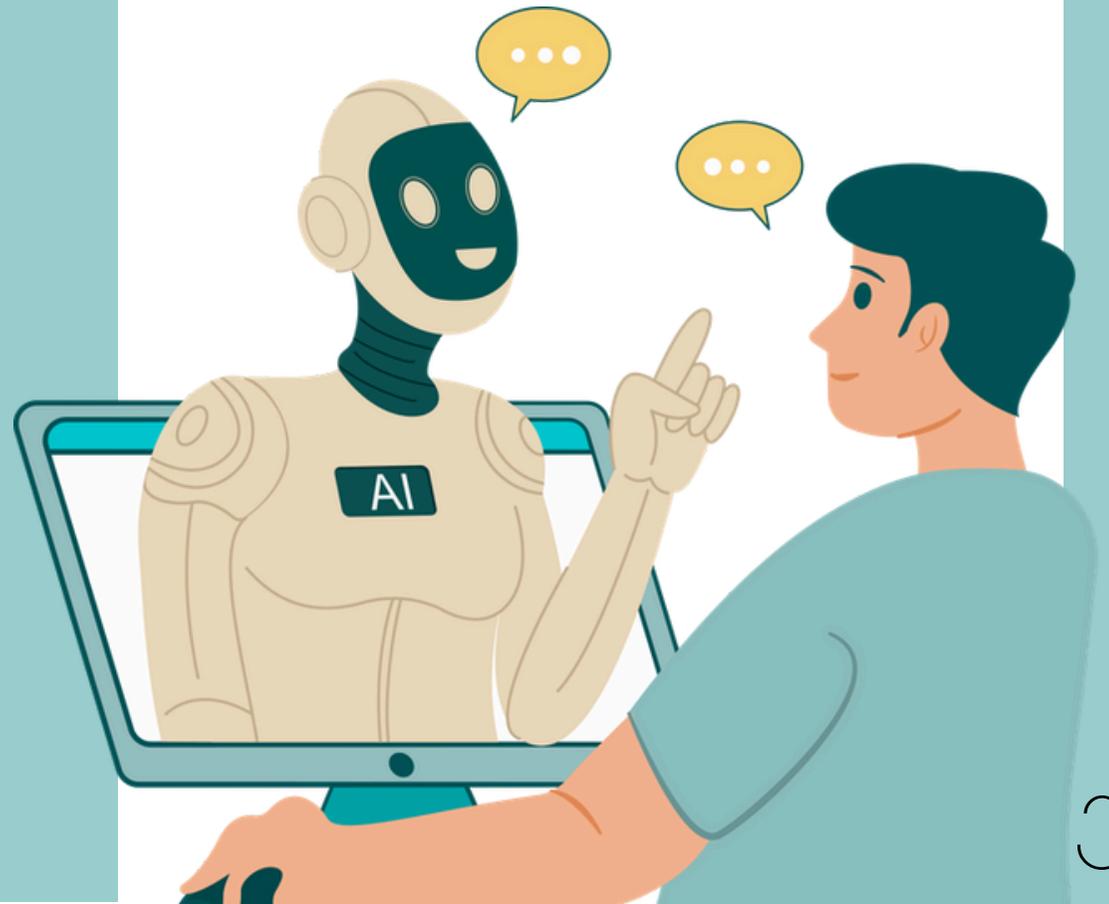
Upload a PDF or website, and get a chatbot that answers from it.

- **Poe.com (by Quora)**

Lets you create bots based on custom instructions.

- **ManyChat or Tidio**

Chatbot builders often used in social media or website contexts.



## **chapter six**

# Team work

# Team work

**Behind every post, video or campaign there is a way of working that makes things flow:** clear roles, simple steps, and people supporting each other.

Whether you are two volunteers running an Instagram account, a school team balancing classes with digital projects, or a large NGO with many youth workers, the principle is the same: **divide responsibilities, keep the process light, and make sure nothing goes out without a quick review.**

In a small group, one person may wear several hats. In bigger organisations, tasks are shared between different roles. **What matters is not the size but the discipline:** someone creates, someone else reviews, and together you make sure the message is safe, clear and fit for young people.

**Teamwork is not about adding paperwork; it's about trust and habits.** With a simple workflow, everyone knows what to do, when to step in, and how to **avoid last-minute stress.**

## Management tools

### Trello

Visual boards that let you organise posts into columns like Ideas → Draft → Ready → Published. Drag-and-drop makes it easy even for beginners and small teams.

### Asana

A structured tool with tasks, owners, and deadlines, great when you want to see your whole content calendar in list, timeline, or calendar view. Works best for bigger teams or multi-platform campaigns.

### Notion

All-in-one workspace for drafts, visuals, calendars, and guidelines in one place. Flexible and customisable, but still simple enough for co-creating a “social media handbook” with your team.

### Monday.com

Streamlines workflows, provides visibility across teams, and integrates AI features for planning, task automation, and data visualization.

### ClickUp

A powerful project management platform that combines tasks, docs, goals, and chat in one place.

### Basecamp

A minimalist but reliable tool for project management and team communication. Ideal for smaller organizations that want clarity without unnecessary complexity.



Create a shared board where young people can drop post ideas or sign up for tasks.

Free 

Freemium 

Paid 

# More tools for teams

## Google Workspace for non-profits\*

The classic toolkit: Gmail, Drive, Docs, Sheets, Slides, Forms. All in one place and easy to share.

## Microsoft Teams

All-in-one communication platform with chat, video calls, and document collaboration. You can apply for Microsoft 365 Nonprofit plans to get free access for small teams.

## Miro

A digital whiteboard for brainstorming and co-creation. Great for workshops, campaign planning, or involving young people in idea mapping. Nonprofit discounts available on all paid plans upon request.

## Figma

Originally for design, now widely used for co-creating visuals and prototypes. Useful if your team wants to co-design campaign materials beyond Canva. Nonprofits and educators can apply for discounted Pro plans through Figma's nonprofit program.

## Padlet

A sticky-note style board for collecting youth input. Perfect for gathering ideas, photos, or comments visually, without needing accounts. The free plan is already great for most needs, but Pro plans include extra features and offer discounts for educators and nonprofits upon request through Padlet's support page.

## Zoom

The go-to video conferencing tool. Nonprofits can apply via TechSoup for 50% off Pro or Business plans, but for most organizations starting out, the free version is more than enough.

## Otter.ai

Live transcription app that records meetings, adds captions, and shares notes automatically. Discounted plans available for nonprofits via TechSoup or by contacting Otter's support team directly.

## Mural

Visual collaboration space similar to Miro, with AI-powered brainstorming tools. Free core plan for nonprofits upon request.



\*eligible NGOs get Google Workspace for free, with professional emails (@yourngo.org) and plenty of storage.

# Planning & Scheduling

## Meta Business Suite FREE

Native tool for Facebook and Instagram, with post and story scheduling, comments/messages in one place, and free analytics. No cost, no setup. The best option if you only use these platforms.

## Canva Content Planner FREE for non-profits and educators

Lets you design and schedule in one platform. Simple calendar view makes it easy for non-technical teams.

## Buffer PM

Lightweight tool for scheduling across several networks, with clear analytics and approval flows. Ideal for small teams that want simplicity.

## Hootsuite PM

A consolidated dashboard to schedule and monitor multiple platforms from one place. Useful if you need to track mentions or messages across networks.

## SocialBee PM

Organises content into “buckets” (events, quotes, tips) and can recycle evergreen posts. Strong option if you want structured content categories.

## Later PM

Visual content calendar with strong support for Instagram and TikTok. Drag-and-drop posts, preview your grid, and schedule Stories or Reels.

## Zoho Social PM

Allows scheduling, monitoring, and creating custom reports. Especially good for NGOs managing multiple accounts or needing approval workflows.

## SocialPilot PM

Affordable scheduling and analytics platform for multiple accounts. Ideal for small-to-medium NGOs or youth networks managing diverse projects.

## CoSchedule PM

A fully customisable marketing calendar giving you total visibility of all tasks, projects, and campaigns.



### Involve youngsters in campaign planning sessions.

Use sticky notes, shared docs, or whiteboard tools like Miro to brainstorm what they want to say and when.

### Consistency matters.

Planning ahead ensures your messages align with events, campaigns, and youth participation rhythms. Scheduling tools help maintain a steady presence even during busy periods.

### Don't forget key dates.

Build your calendar around relevant days of the year, such as public holidays, International Women's Day, World Children's Day, or Environment Day, so your content connects with wider conversations that already matter to young people. You can find a list of important dates in *Annex 4*.

### Save money.

All the freemium tools mentioned on this page offer nonprofit discounts directly through their websites.

**chapter seven**

Measurement & Learning

# Measurement & Learning

## The few numbers that matter

Measuring is not about pleasing the algorithm; **it's about checking whether our time online helps young people notice, care and take part.** Looking at results regularly, and making one small change each time, helps us waste less energy and learn faster.

**Keep it simple:** pick a few indicators, read them in context and write down one learning per post or campaign. **Compare like with like** (same format, platform and goal) and ignore the noise. If a number goes up or down, ask why, and try one improvement next time. You don't need a dashboard full of charts; a short list of posts, a few key metrics, and one note on what you'll do differently are enough.

**The goal isn't perfect data, it's better decisions.**

You don't need twenty metrics to know whether something worked; a few key ones are enough, as long as each post has a clear goal and you focus on the number that matches it. If the aim is to **reach** new people, look at reach and the share that came from non-followers. If the goal is to **hold attention** and help people remember the message, look at engagement and saves. If the goal is **action** (sign-ups, downloads or bookings) check the click-through rate and the number of conversions on your form or page.

**Reach shows how many unique people saw the content;** it tells us whether we are leaving our usual circle. **Engagement** combines likes, comments, shares, saves and clicks. **Saves are a strong indicator of value:** people save what they find useful (dates, steps, checklists or reminders). In video, attention is the truth; look at average watch time or retention and note where people stop watching, because that is where your edit probably needs tightening. **The click-through rate (CTR)** shows whether the call to action worked, but remember that a click inside a platform is not a conversion until the form is submitted or the booking completed.

When a number is low, **fix the cause rather than the report.** Low reach often means a weak first line, an unclear topic or posting at the wrong time. Low engagement usually appears when there are too many ideas in one post; ask a question, use captions and reply to comments. If saves are low, the content is probably not practical enough; add steps, dates or a checklist and invite people to save it for later. If the click-through rate is low, move the call to action earlier and make it simpler.

**Keep your analysis native and simple.** Instagram and Facebook show reach, saves, interactions and link clicks; TikTok shows views and average watch time; YouTube shows impressions, thumbnail click-through rate and retention; your form or website (Google Forms, Sheets or GA4) shows conversions. You don't need a complicated dashboard; what matters is that you **check these numbers regularly and learn from them.** Small, steady improvements always beat random virality.

# Try small tests

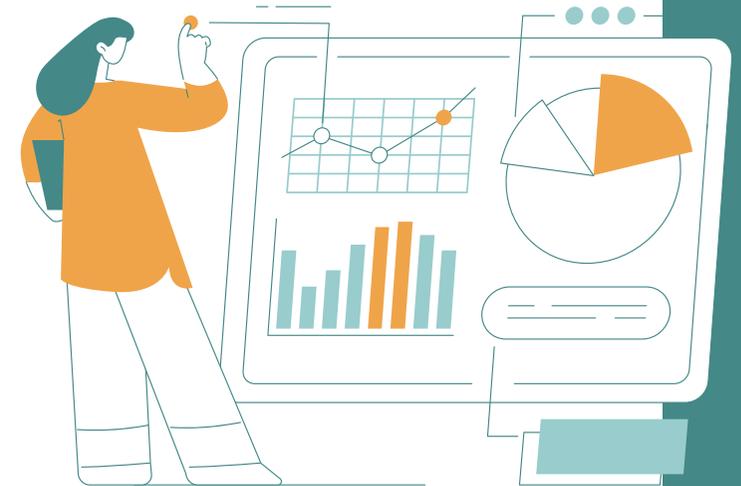
**You don't need a laboratory to learn faster.** Testing simply means publishing two versions of an idea, changing one thing and seeing which performs better. **Start with a clear question:** if we put the date on the first slide, will more people save it? If we show the link earlier, will more people click? Post the versions close in time, change only one element and keep everything else (tone, length and topic) the same. Then **focus on one metric that matches your goal:** reach for discovery, saves or watch time for consideration, link clicks or conversions for action.

After publishing, **give the content enough time** to perform. For short videos, check after a day or two; for posts, wait around seventy-two hours. If the difference is clear, keep the stronger version. If it's minimal, treat it as a tie and test something else next time. Practical tests for youth work could include trying a different

opening line, moving the call to action to the start of a post, replacing a photo with text on the cover image, shortening a video to hold attention, or posting at a different time of day. Each small experiment helps you understand how real people react to your content.

**One of the simplest and most reliable methods is the A/B test.** It involves posting two nearly identical versions of the same post with one subtle change (a headline, an image or the position of the link) and comparing the results. Keep both versions consistent and publish them close together so the comparison is fair. **What matters is not which version "wins" but what the difference reveals.** Perhaps version A reaches more new people because its first line is stronger; perhaps version B gets more saves because its layout feels clearer. Each small finding helps refine your style, your rhythm and your understanding of your audience.

**Testing is not about chasing perfection or pleasing the algorithm; it's about curiosity.** Every small, intentional test teaches you something that analytics alone can't show. The more you experiment, the faster you learn, and the closer your content gets to what people actually need.



## Start with what you already have.

You don't need tools, dashboards or paid apps to understand your results; the simplest way is to track them manually. Open a spreadsheet and create a small table with a few columns: date, platform, format (photo, video, Reel, carousel), topic, reach, likes, saves, comments, link clicks and one short note about what you think worked or didn't. After a few weeks, you'll start to see patterns, what types of content travel further, which formats get saved, what topics people actually engage with.

## **chapter eight**

# Governance, Safety & Ethics

# Governance, Safety & Ethics

## Ethics & responsibility

In youth work, social media is not just a tool, it is part of the environment where our relationships, messages, and values unfold. As organizations working with and for young people, our digital presence is an extension of our mission. Every post, image, or video we share is not only communication, it is **representation, influence, and responsibility.**

When we engage online, whether as educators, facilitators, youth workers, or allies, we do not simply manage accounts or produce content. We are modeling behaviors. We are creating spaces where values are lived. And we are influencing how young people perceive themselves, their communities, and the world. **This is why ethics must be at the core of our digital strategy.**

Young people are not passive consumers. They notice our tone, the inclusivity of our images, and whether our presence is transparent and authentic. Many have experienced exposure, exclusion, cyberbullying, misinformation, or digital fatigue. They navigate a fast, emotional, sometimes unsafe online world. As organizations that aim to empower, support, and protect them, **we must make sure our practices online reflect the same care and integrity we bring to face-to-face work.**

Ethical use of social media is not just about avoiding mistakes, it is about intentionality. Ask: Who are we trying to reach, and are we listening? Are we representing young people with dignity, or using them to tell our story? Are we protecting privacy and consent, or exposing people without reflection?

Are we promoting inclusion, or repeating old patterns of invisibility? Are we using AI to support our mission, or taking shortcuts that compromise trust?

Public debates about digital ethics, data use, image rights, AI, are now urgent. The EU and national laws have strengthened protections, especially for minors. But legal compliance is only the baseline. **Youth work is also about care and ethical social media is a form of digital care.**

Being ethical online does not mean being perfect. It means being transparent, accountable, reflective, and ready to repair harm. It means putting people before metrics. Relationships before reach. Dignity before trends.

This chapter offers practical guidance to embed ethical and legal principles in digital communication: consent, and responsible AI. Because **young people deserve to be seen, and also respected, protected, and empowered.**



# Data protection

## The General Data Protection Regulation (GDPR) – Regulation (EU)

**2016/679** – sets the rules for how personal data is collected, stored, and used in the European Union. It applies to any organisation established in the EU and to those outside the EU that handle data of people in the EU. In youth work, where information and images often relate to minors, respecting privacy is both an ethical duty and a legal requirement.

### KEY PRINCIPLES

1. Lawfulness, fairness, and transparency: people must know who collects their data, why, and how it will be used.
2. Purpose limitation: collect data only for a clear, specific reason.
3. Data minimisation: gather only what is strictly necessary.
4. Accuracy: keep data up to date and correct inaccuracies.
5. Storage limitation: delete or anonymise data when no longer needed.
6. Integrity and confidentiality: protect against unauthorised access or loss.
7. Accountability: be able to demonstrate compliance.

### LAWFUL BASES FOR PROCESSING

Every processing activity must rely on a valid legal basis:

- **Consent** (freely given, specific, informed and unambiguous)
- **Contractual necessity** (e.g. managing participants in a funded project)
- **Legal obligation, vital interests, public task, or legitimate interest.**

For young participants, consent is usually the appropriate basis.

### DATA-PROTECTION RIGHTS

Everyone has the right to access, correct, delete, and restrict how their data is used and organisations must make these rights easy to exercise and respond within one month.

### WHAT COUNTS AS PERSONAL DATA

Personal data includes any information that can identify a person, such as their name, contact details, IP address, or images where they are recognisable. Photos or videos of young people at events, interviews, or on social media also count as personal data.

### NEED FOR CONSENT

Before publishing any recognisable photo, video, or quote, **always obtain the person's explicit, informed consent.** A recognisable image or video is personal data, so make sure you have written permission before using or sharing it. Consent forms should explain what the material will be used for, where it will appear (e.g. website, social media, print), how long it will be stored, and how participants can withdraw consent at any time. For group activities, it's good practice to include a media section in sign-in sheets or collect consent in advance.

### MINIMUM AGE OF DIGITAL CONSENT

Each EU Member State defines its own **minimum age for digital consent within the 13–16 range** established by the GDPR. For instance, Portugal sets the age at 13, Spain at 14, and Greece at 15.

If a user is under that age, you **must obtain verified guardian consent** before collecting or publishing any personal data (including identifiable images or videos).



You'll find a **template** for photo and video consent in the annexes.

# AI use policy

**AI can be a powerful creative ally.** It can help write drafts, design visuals, translate texts, or generate ideas when time or inspiration is short, but it should never replace human thinking, responsibility, or empathy. The goal is to make your work easier, not less authentic.

When using AI tools, **keep your communication honest, safe, and human.** Be transparent if AI was involved in creating a post, image, or video, especially if it could look real. A simple note such as “Image created with AI, inspired by our youth group’s ideas” is enough to show integrity and avoid confusion.

Before publishing, **always review what AI produced.** Check that information is accurate; that tone and wording are appropriate; and that no stereotypes or unintended messages appear. AI can sometimes invent facts or reproduce biased patterns from the data it was trained on, so think of it as a creative assistant that still needs supervision.

**Use AI as a brainstorming or production tool, not as your public voice.** It can be helpful to generate image ideas in Canva or DALL·E, to rephrase a long paragraph in clearer English, or to help plan workshop activities; but never let it answer messages from young people or make moderation decisions automatically. Human presence is essential in all communication that involves care, safety, or emotions.

The **EU Artificial Intelligence Act (Regulation (EU) 2024/1689)** sets the legal framework for AI in Europe. It bans manipulative or biometric surveillance systems, establishes strict obligations for high-risk uses, and classifies most creative and communication tools as limited-risk, meaning that basic transparency and human oversight are sufficient. In short, use **AI responsibly, explain it when relevant, and always keep a person in the loop.**

Most major platforms have now introduced **AI transparency rules.** Instagram, Facebook, and

Threads require that realistic AI-generated content be clearly labelled. YouTube demands disclosure when videos include synthetic or altered media that could mislead viewers, and may add its own “altered or synthetic content” label. TikTok requires creators to state when realistic AI visuals, voices, or avatars are used. X (formerly Twitter) bans deceptive AI-generated media that could cause harm or mislead audiences. These policies are evolving fast, so it is good practice to check platform updates regularly and to label AI-assisted content yourself before uploading it.

In practice, **using AI responsibly means ensuring that messages are genuinely written or reviewed by people,** avoiding the use of real names, photos, or private details when interacting with AI tools, and verifying all visuals or texts before publication. AI should never handle sensitive data or create realistic representations of real individuals.



*AI should support your voice, not replace it, and the responsibility for what you share always remains yours.*

## **chapter nine**

# Case studies (best practices)

#ErasmusDays

#TodosConValencia

#StandWithUkraine

#IceBucketChallenge



## #ErasmusDays

### WHAT HAPPENED

Created in 2017 by the Erasmus+ France / Education Training National Agency to mark the 30th anniversary of the Erasmus+ Programme, **#ErasmusDays** has evolved into a Europe-wide celebration of international mobility, learning, and cooperation. Each October, organisations, schools, and youth groups across Europe share their experiences, local events, and success stories through social media and live activities, turning the campaign into a collective portrait of European connection and diversity.

### WHY IT WORKED

#ErasmusDays succeeds because it is decentralised, inclusive, and authentic. **Anyone can participate by telling their own Erasmus+ story**; a youth exchange, a school partnership, or a community project. The campaign unites thousands of local voices under a single hashtag, showing how European cooperation takes shape through real people and real experiences.

### WHAT WE CAN LEARN

People connect more deeply with personal stories than with institutional messages; inviting participants to share their own experiences fosters engagement and authenticity. A shared visual identity and clear hashtag create unity across hundreds of local initiatives. Consistency, openness, and celebration turn a programme into a movement.

### IMPACT & NUMBERS

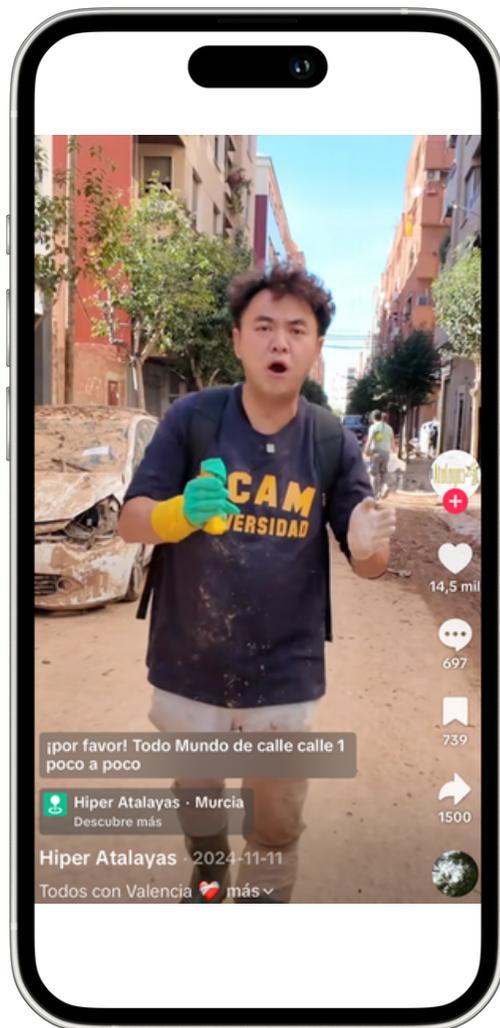
In 2024, **more than 10,000 events** took place in over 60 countries, generating thousands of posts on Instagram, TikTok, Facebook, and X. #ErasmusDays has become one of the most visible European campaigns promoting youth participation, intercultural exchange, and ethical communication.

#ErasmusDays

#TodosConValencia

#StandWithUkraine

#IceBucketChallenge



## #TodosConValencia

### WHAT HAPPENED

In September 2024, **severe flooding caused by a DANA** (isolated high-altitude depression) struck several towns across the Valencian Community. Within hours, neighbours, youth groups and local organisations coordinated help through the hashtag #TodosConValencia (which translates to **“Everyone with Valencia”**). Posts shared verified donation points, offered temporary accommodation and connected volunteers with affected families.

### WHY IT WORKED

The campaign was **spontaneous, transparent and community-led**. It showed how digital platforms can unite people in crisis when used responsibly. Instead of spreading fear or rumours, social media became a tool for verified help, empathy and collaboration.

### WHAT WE CAN LEARN

- Local communication can be fast, ethical and life-saving.
- Verified information builds trust and prevents misinformation.
- Youth associations can play a key role in connecting online solidarity with real-world support.

### IMPACT & NUMBERS

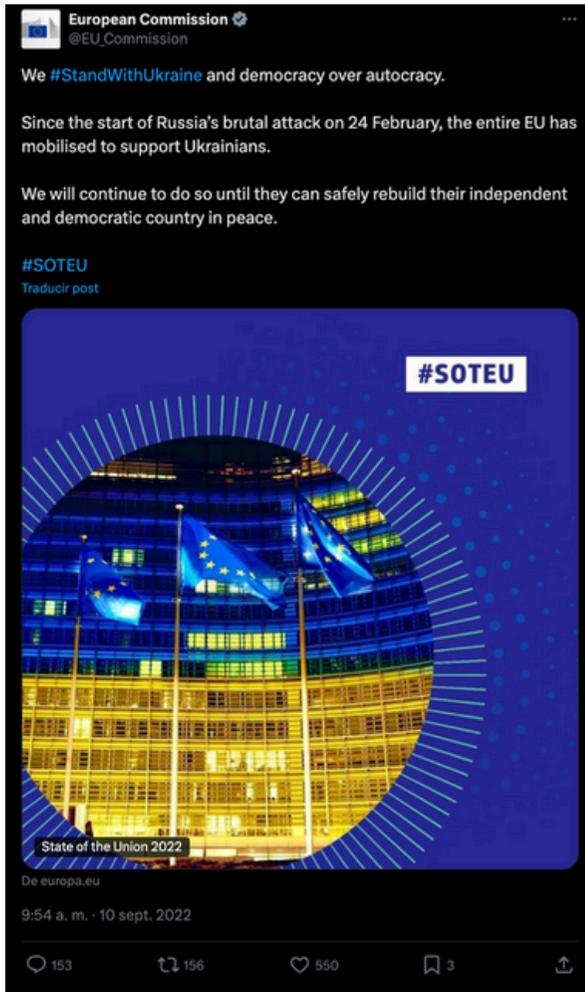
Within two days, **hundreds of volunteers were mobilised across more than 20 municipalities**. Donation centres and mental health support networks emerged organically, demonstrating the power of ethical digital coordination in times of crisis.

#ErasmusDays

#TodosConValencia

#StandWithUkraine

#IceBucketChallenge



## #StandWithUkraine

### WHAT HAPPENED

When the Russian invasion of Ukraine began in February 2022, thousands of young Europeans turned to social media to coordinate solidarity actions under the hashtag **#WeStandWithUkraine**. Instead of institutional campaigns, the first messages came from individuals, NGOs, and youth groups sharing verified donation links, transport offers, and emotional support for displaced people. The movement grew organically across Instagram, TikTok, and X, showing how digital platforms can become tools for empathy and practical help.

### WHY IT WORKED

The campaign's strength lay in its authenticity and shared humanity. Posts focused on real people and concrete needs rather than political statements. Visuals and captions showed compassion, verified information, and transparency. By avoiding sensationalism or partisan tones, **#StandWithUkraine became a space for constructive action rather than confrontation.**

### WHAT WE CAN LEARN

- In times of crisis, clear and compassionate communication builds trust faster than institutional messaging.
- Sharing verified resources and real stories reinforces credibility.
- Emotional storytelling, when handled responsibly, can mobilise large communities for good.

### IMPACT & NUMBERS

Between 2022 and 2023, thousands of grassroots campaigns emerged across Poland, Spain, Germany, and Italy, connecting volunteers, donations, and refugee support initiatives. The hashtag **reached millions of users worldwide and became one of the most visible symbols of European youth solidarity online.**

#ErasmusDays

#TodosConValencia

#StandWithUkraine

#IceBucketChallenge



**The FDA just approved a new drug to treat ALS that was funded by money raised in the Ice Bucket Challenge**



## #IceBucketChallenge

### WHAT HAPPENED

In 2014, people around the world began recording themselves pouring buckets of ice water over their heads, tagging friends, and donating to ALS research. **The Ice Bucket Challenge spread** across Facebook, Instagram and YouTube, combining humour, peer pressure and philanthropy into one of the most viral campaigns ever.

### WHY IT WORKED

It was fun, participatory, and meaningful. The simple act created immediate visual impact and emotional connection, while the “*nominate and share*” structure turned it into a social chain of generosity. The involvement of public figures, from athletes and actors to musicians and politicians, helped amplify visibility and legitimacy. Personalities such as *Bill Gates, Lady Gaga, Oprah Winfrey, Messi, and Taylor Swift* took part, inspiring millions to do the same.

### WHAT WE CAN LEARN

- Combine emotion with purpose; fun can amplify awareness.
- Peer-to-peer engagement spreads faster than institutional messaging.
- Clear calls to action (donate, tag, share) make campaigns measurable.

### IMPACT & NUMBERS

Over 17 million videos were shared globally in six weeks, **raising 86 million euros for the ALS Association** and setting a new standard for viral activism with a social purpose.



**chapter ten**

# Conclusions

# Conclusions

**In today's digital landscape, a presence on social media is not enough.** For youth organizations, it is about building strategies that reflect values, amplify impact, and strengthen authentic connections with young people.

A strong strategy does not mean chasing every trend or posting constantly. It means making **intentional choices**: deciding what to share, on which channels, and with what purpose. It means communicating with clarity, creativity, and responsibility. Most importantly, it means listening to young people, to your community, and to your mission.

Throughout this guide we have seen that when used ethically and creatively, digital tools can enhance everything youth organizations stand for: **participation, inclusion, empowerment, and connection.** Social media should not be reduced to a marketing exercise; it can **become an extension of your social impact.**

The true value of this guide lies not in reading it, but in applying it. Whether you are part of a large team or working on your own, the next steps are within your reach:

- **REVIEW YOUR CURRENT PRESENCE.**

What is working well? What is missing? Take an honest look at your channels.

- **DEFINE YOUR IDENTITY.**

Clarify mission, values, and tone. Start small, but be consistent.

- **CREATE A SIMPLE CONTENT PLAN.**

Choose 2–3 key messages and plan in short cycles. Build on what works.

- **EXPLORE THE TOOLS.**

Experiment with at least one AI or analytics tool. Track what changes.

- **INVOLVE YOUNG PEOPLE.**

Invite them to co-create content, give feedback, and lead campaigns. Their voices should not only be represented but actively shape the digital presence.

- **THINK ETHICALLY.**

Every post has consequences. Prioritize consent, respect, and mental well-being.

# Looking Ahead

**This manual is not an endpoint but a starting point.** The digital landscape will continue to evolve, but the principles explored here remain constant: clarity, inclusion, creativity, and ethics. If organizations stay true to these principles, they can ensure that their online presence reflects the same commitment to participation and empowerment that defines their work offline.

Remember that **Beyond Likes is more than a project, it is a community.**

On our website you will find **additional resources, templates, and examples** that will continue to grow and adapt. We invite you to use them, share them, and contribute your own practices so that together we keep shaping a digital environment where young people are not just audiences, but **active participants and leaders.**

[www.beyondlikes.eu](http://www.beyondlikes.eu)





**A/B Testing:** A method of comparing two versions of content, ads, or posts to see which performs better.

**Ad / Advertisement:** Paid content created to promote a product, service, or message on social media platforms.

**Ads Manager:** The internal platform of social networks (such as Meta Ads Manager) that allows creating, segmenting, and optimizing paid campaigns.

**Affiliate Marketing:** A strategy where individuals or partners promote products/services and earn a commission for sales generated.

**Algorithm:** A set of rules or calculations used either by social platforms to order content within users' feeds based on relevance, engagement, or personalization, or by AI to process data and achieve a goal.

**Algorithmic Bias:** A distortion in how platforms recommend or rank content, caused by automated systems that favor certain users, topics, or behaviors.

**Alignment:** The process by which an AI system is fine-tuned so that its results are consistent with the intents of human users.

**Analytics:** A collection of data and reports that show the performance of posts, accounts, or campaigns on social media.

**Analytics Dashboard:** A visual tool within the social network or third-party apps that displays key performance metrics such as reach, engagement, and clicks.

**Anthropomorphism:** Attributing human features to non-human entities.

**API (Application Programming Interface):** A set of rules that allows applications to communicate with each other, often used for integrations with social platforms.

**Artificial General Intelligence (AGI):** An AI with the theoretical capability to comprehend, acquire, and implement knowledge on various tasks as a human does at a human proficiency level.

**Artificial Intelligence (AI):** The application of technology to replicate human cognitive functions, allowing machines to perform tasks such as understanding language, identifying images, and making decisions.

**Autonomous Agent:** An AI capable of executing tasks or making decisions on its own, such as a self-driving vehicle.

**Beef:** A public argument or ongoing conflict between individuals or groups on social media, often visible through posts or comments.

**Bias:** A type of error in AI results with a clear tendency due to some underlying discrimination or inequality in the AI training data.

**Bio:** A short description in a social media profile, usually used to introduce yourself or your organization.

**Bloggng:** Writing and posting articles or posts in an online format, like a live journal.

**Booster / Boosted Post:** A post that has been promoted with paid advertising to reach a wider audience.

**Bounce Rate:** The percentage of users who clicked on a link but left the page quickly without further interaction.

**Call-Out Post:** A public message exposing or criticizing someone's behavior or opinions online.

**Call to Action (CTA):** A message or instruction in a post or ad that invites the user to take a specific action, such as "Sign up," "Shop now," or "Learn more."

**Cancel Culture:** The collective withdrawal of support for a person, brand, or organization following a controversial statement or action.

**Chatbot:** An application that enables an automatic simulation of a chat with a human, especially for customer relations or informational purposes.

**Challenge:** A viral trend where users are invited to replicate a specific action, dance, or theme, often using the same hashtag or audio.

**Clickbait:** A content strategy using exaggerated or misleading titles or images designed to generate clicks.

**Clout:** Social influence or status gained through online popularity, engagement, or public visibility.

**Comments:** Responses or input made by users on a post or publication.

**Community Management:** The practice of managing and interacting with a brand's follower community on social media.

**Content Calendar:** A planning tool used to schedule posts and campaigns across platforms for a certain period of time.

**Conversion:** A specific action a user takes after interacting with content, such as signing up, buying, or downloading.

**Conversion Funnel:** The journey a user takes from discovering a brand to becoming a customer (awareness → interest → action).

**Conversion Rate:** The percentage of users who complete the desired action out of the total who interacted with the content.

**Cognitive Computing:** AI designed to emulate human brain activity.

**Collaborative Software:** Digital tools that enable teams to work together in real time, share files, communicate, and manage projects regardless of location.

**Cross-Posting:** Sharing the same piece of content across multiple social media platforms at the same time.

**CTR (Click-Through Rate):** The percentage of users who clicked on a link within a post or ad compared to the total impressions.

**Dark Post:** A social media ad that doesn't appear on the advertiser's timeline but is shown to a targeted audience.

**Dark Social:** Traffic or sharing of content that cannot be tracked through analytics tools, such as links shared in private messaging apps.

**Data Augmentation:** Methods of widening the spectrum of information to improve the performance of an AI model.

**Deep Learning:** A branch of machine learning that analyzes intricate structures in data like images or speech using neural networks.

**Digital Detox:** A deliberate break from social media or screens to improve wellbeing and reduce stress.

**Disinformation:** False or misleading information intentionally created or shared to deceive.

**DM (Direct Message):** A private message sent between users on a social platform.

**DM Slide:** The act of starting a private conversation through a direct message, usually in an informal or flirty way.

**Doomscrolling:** The habit of continuously consuming negative or distressing news or content online.

**Document Collaboration:** When many users can work together on the same document.

**Echo Chamber:** An online space where users are only exposed to opinions and information that confirm their existing beliefs.

**Engagement:** Interactions with content on a platform, such as liking, commenting, sharing, or saving posts.

**Engagement Rate:** A metric that relates the number of interactions (likes, comments, shares, saves) to reach, impressions, or followers.

**Ephemeral Content:** Content that is temporary and disappears after a set period, like Instagram Stories or Snapchat posts.

**Feed:** The primary stream of content one is presented with while using social platforms.

**Filter Bubble:** A personalized digital environment where algorithms limit exposure to diverse opinions or topics.

**Finsta:** A secondary/private account that is informal and personal in nature, known as a "Fake Instagram."

**Flexing:** Showing off wealth, possessions, or achievements online to impress others.

**Follower:** Someone who subscribes and gets updates on your content in the platform or service.

**FOMO (Fear of Missing Out):** The anxiety that arises when one believes others are experiencing rewarding or exciting events without them.

**FYP (For You Page):** A customized screen on TikTok and similar platforms showing recommended videos based on interests.

**Geotag:** A location label added to a post.

**Ghosting:** Ending communication suddenly and without explanation, especially in online or digital interactions.

**Glow-Up:** A noticeable positive transformation in appearance, style, or confidence.

**Handle:** A specific username of a person or organization on social media (as in "@YourOrg").

**Hate / Hate Speech:** Online expressions or messages that attack or discriminate against individuals or groups based on identity (race, gender, religion, etc.).

**Hashtag (#):** Words or phrases starting with #, used to group content around specific topics or trends.

**Impressions:** The number of times content is shown, with or without interactions.

**Influencer:** A person with the ability to sway or shape opinions due to their large following.

**Influencer Marketing:** A strategy that leverages influencers to promote products, services, or causes.

**Insights:** The name used by platforms such as Instagram or Facebook for their internal metrics dashboards about performance and audiences.

**Instant Messaging:** Real-time text communication between users.

**Integration:** When one tool can seamlessly connect to others.

**JOMO (Joy of Missing Out):** The satisfaction of disconnecting from social media or online life, enjoying time offline.

**KPI (Key Performance Indicator):** A measurable indicator that tracks the success of a social media strategy, such as reach or conversions.

**Like:** A function that shows a person approves of or enjoys a particular post, typically with one click.

**Lookalike Audience:** A group of users with similar characteristics to an existing audience, used in paid targeting.

**Machine Learning (ML):** A subset of AI that enables computers to learn from data and autonomously improve without explicit programming.

**Main Character Energy:** A trend or attitude where someone presents themselves as the “protagonist” of their own story or social media content.

**Meme:** A cultural piece of content, often humorous, that spreads rapidly across social media in image, text, or video format.

**Mention (@):** Tagging another user using the “@” symbol with their username in a comment or a post.

**Misinformation:** False information shared unintentionally, without intent to deceive.

**Natural Language Processing (NLP):** AI methods that allow machines to process, understand, and generate human language.

**Neural Network:** A type of model in deep learning inspired by the human brain, used for pattern recognition and prediction.

**Organic Reach:** The number of different users who view your content without paid promotion.

**Paid Reach:** The number of users who view your content due to advertisements.

**Parasocial Relationship:** A one-sided emotional connection that a follower develops with an influencer, celebrity, or public figure through online content.

**Post:** A piece of published work in the form of text, video, image, etc., on a social platform.

**Project Management Tool:** Software designed to help plan, organize, assign, and track tasks and projects.

**Prompts:** The input or question given to an AI model (such as ChatGPT) to generate a response.

**Ratio / Ratioed:** When a post receives significantly more negative replies or quote-tweets than likes, indicating disagreement or backlash.

**Reach:** The number of unique users who saw your content.

**Real-Time Editing:** When multiple users edit the same file simultaneously with instant visibility of changes.

**Reel:** A vertical short-form video popularized on Instagram and Facebook.

**Retargeting:** A paid advertising strategy that shows ads to users who have previously interacted with the brand.

**Sentiment Analysis:** The evaluation of user comments to determine if they are positive, negative, or neutral.

**Shadow Ban:** A restriction applied by a platform where a user’s content becomes less visible without notice.

**Shadow Content:** Posts or videos that are hidden or suppressed by a platform’s moderation or algorithm without clear notice.

**Shares:** When a user redistributes content on their own profile or with their contacts.

**Share of Voice (SOV):** The percentage of mentions of your brand compared to competitors on social media.

**Social Commerce:** The integration of shopping experiences directly within social media platforms.

**Social CRM:** Using social media platforms to manage and analyze customer relationships.

**Social Listening:** Observing online discussions about a specific topic, brand, or industry.

**Social Media Automation:** The use of software tools to automatically schedule, publish, or interact with social content.

**Social Media Monitoring:** Tracking mentions, specific words, or hashtags related to a business to assess brand recognition and sentiment.

**Social Proof:** The effect that actions and endorsements of other users have on someone's online behavior.

**Social Selling:** Using social media platforms to directly build relationships and sell products or services.

**Soft Launch / Hard Launch:** Gradual (soft) or sudden (hard) public reveal of a new relationship, product, or project on social media.

**Stan:** A highly enthusiastic or obsessive fan of a person, artist, or public figure.

**Story:** A temporary post in the form of a picture or video that lasts 24 hours, typically on Instagram, Snapchat, or Facebook.

**Storytime:** A content format, especially on TikTok and YouTube, where users narrate a personal experience or anecdote in a storytelling style.

**Supervised Learning:** Machine learning where the model is trained with labeled data.

**Tag:** Referring to or mentioning another user or topic in a post.

**Task Management:** Features that allow users to assign, track, and complete tasks within a collaborative environment.

**Threads:** A series of connected posts (commonly used on X/Twitter to explain longer content).

**Thread Hijacking:** Taking over or diverting an online conversation thread with unrelated or provocative comments.

**Training Dataset:** A specialized collection of documents meant to teach a machine new skills.

**Trending:** Topics or hashtags that are gaining significant traction and interest.

**Troll:** A person who deliberately provokes or offends others online to cause disruption or conflict.

**Trolling:** The act of posting inflammatory, offensive, or provocative comments online to upset or distract others.

**Unsupervised Learning:** Machine learning where the model is trained on data without labels or predefined goals.

**User-Generated Content (UGC):** Material produced and shared by users or fans, rather than by a brand or organization.

**UTM Code:** A simple code added to a URL to track the effectiveness of campaigns in analytics tools.

**Verified Badge:** A check mark that confirms the authenticity of an account.

**Video Conferencing:** Tools that enable live video meetings and screen sharing.

**Viral:** Content that spreads rapidly online.

**Vibe Check:** A popular phrase used to assess whether something or someone feels positive, authentic, or aligned with the mood.



**Annex 1** – Branding Starter Kit + Checklist

**Annex 2** – Template: Photo and Video Consent Form

**Annex 3** – Template: Content Calendar

**Annex 4** – Important Dates for Content Planning

**Annex 5** – Quick Guide: How to Use Canva

**Annex 6** – Prompt Library

**Annex 7** – Checklist: Ethical & Responsible Use of Social Media and AI

**Annex 8** – Additional Resources

## BRANDING STARTER KIT



**YOUR MISSION** WHAT'S THE CHANGE YOU WANT TO CREATE?

**YOUR 3 CORE VALUES** WHAT DO YOU BELIEVE IN?

**VOICE KEYWORDS** HOW SHOULD YOU SOUND?

**LOGO**

**LOGO IN LIGHT BG**

**LOGO IN DARK BG**

**COLOR PALETTE**

MAIN COLOR

SECONDARY 1

SECONDARY 2

NEUTRAL

**HEX CODE**

**FONT FOR TITLES**

**FONT FOR BODY TEXT**

**VISUAL STYLE TONE**

**VISUAL STYLE IMAGE STYLE**

## BRANDING CHECKLIST



### 1. Do people “get” what you do?

- Can someone understand your mission in one clear sentence?
- Do you have a few key values that guide your work and decisions?
- Is it obvious what you care about and why it matters?
- When people see your content, do they know who you are and what you do?

### 2. Do you have a consistent “look”?

- Do you have a logo you like and use everywhere (website, posts, documents)?
- Do you have high-resolution logo files ready in the main formats (PNG, SVG, PDF)?
- Are your colors and fonts consistent and do they match the feeling of your work?
- Is your chosen font easy to read on screen and in print (not too small or decorative)?
- Do your website, SM, and printed materials all feel like they belong together?
- Do your visuals (photos, icons, templates) reflect your identity, values, and tone?

### 3. Do you sound like the same person everywhere?

- Do you write and speak in a way that fits your group's personality and values?
- Can people recognize your “voice” in posts, emails, presentations, and events?
- Is your tone inclusive, positive, and consistent?

### 4. Do people trust and remember you?

- Do people recognize your name or logo when they see your materials?
- Is your brand associated with reliability, transparency, or creativity?
- Does your visual identity help you attract more support (e.g. more participants)?
- When someone mentions your organization, do people know what you stand for?

[DOWNLOAD HERE](#)

[Insert LOGO OF THE PROJECT]

[Insert LOGO OF THE UE]

### PHOTO & VIDEO CONSENT FORM

**Project / Event Title:** [Insert the name of the training course]

**Date(s):** [Insert dates] **Location:** [Insert location]

Dear participant,

During this training course, we may take photos and videos for communication, educational, and promotional purposes. These materials may be used:

- On our official website
- On our social media platforms (Instagram, Facebook, YouTube, etc.)
- In reports, publications, and visual materials related to the project

Please confirm your agreement by checking the boxes below and signing the form.

- I give my consent to [Organization Name] to:
- Take and use photos/videos of me during the training course
  - Publish this content on their website and social media platforms
  - Use it in Erasmus+ dissemination and project-related materials
  - Share the content with project partners and funders
- I understand that:
- My image and recordings will be used **only for non-commercial purposes**, such as publications, press, social media, websites, and promotional materials, solely to disseminate and promote the project and the Erasmus+ programme.
  - **No financial compensation** will be provided for the use of these materials.
  - My image will not be sold or used commercially.
  - I can withdraw my consent at any time by contacting [Email] in writing.
  - No harmful or disrespectful content will be published.
  - The organization commits to using my image with respect and dignity.

**By signing below, I confirm that I have read, understood, and accepted all the above clauses.**  
This consent is given in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation).

**Participant's Full Name:**

**ID/Passport:**

**Signature:**

**Date:**

*If the participant is under 18 or below the digital age of consent:*

**Parent/Guardian's Full Name:**

**ID/Passport:**

**Parent/Guardian's Signature:**

**Date:**



### EXAMPLE OF WEEKLY CONTENT CALENDAR



#### DAILY CONTENT PLANNER

Day	Date	Platform	Content Type	Title/Description	Time	Goal
Monday	03 June	Instagram / Facebook / X	Carousel	Youth for a Sustainable Future	8:00 AM	Awareness
Tuesday	04 June	Tik Tok/IG Reels	Video	Local youth green action	11:00 AM	Inspire
Wednesday	05 June	All	Reel + Story	World Environment Day	2:00 PM	Engagement
Thursday	06 June	X / IG / LinkedIn / FB	Carousel	EU Green Deal explained	4:00 PM	Educate
Friday	07 June	IG Stories / Tik Tok	Challenge	Encourage followers to do one eco-action	10:00 AM	Participation
Saturday	08 June	Tik Tok/IG Reels	Behind scenes	Youth project prep	4:00 PM	Authenticity
Sunday	09 June	All	Video recap	Highlights of the week	10:00 AM	Community

[DOWNLOAD HERE](#)

## IMPORTANT DATES FOR CONTENT PLANNING



JANUARY	FEBRUARY	MARCH	JULY	AUGUST	SEPTEMBER
<p>01/01 — New Year's Day</p> <p>04/01 — World Braille Day</p> <p>13/01 — World Depression Awareness Day</p> <p>21/01 — International Hug Day</p> <p>24/01 — International Day of Education</p> <p>26/01 — International Day of Environmental Education</p> <p>27/01 — International Holocaust Remembrance Day</p> <p>28/01 — European Data Protection Day</p> <p>30/01 — School Day of Non-Violence and Peace</p> <p>31/01 — International Magician's Day</p>	<p>02/02 — World Wetlands Day</p> <p>04/02 — World Cancer Day</p> <p>08/02 — Safer Internet Day (2nd Tue Feb)</p> <p>09/02 — World Pizza Day</p> <p>11/02 — International Day of Women and Girls in Science</p> <p>13/02 — World Radio Day</p> <p>14/02 — Valentine's Day</p> <p>15/02 — International Childhood Cancer Day</p> <p>17/02 — Lunar New Year (movable)</p> <p>19/02 — International Day Against Homophobia in Sport</p> <p>20/02 — World Day of Social Justice</p> <p>27/02 — World NGO Day</p> <p>28/02 — Rare Disease Day</p>	<p>01/03 — Zero Discrimination Day</p> <p>03/03 — World Wildlife Day</p> <p>08/03 — International Women's Day</p> <p>15/03 — World Consumer Rights Day</p> <p>17/03 — St Patrick's Day</p> <p>20/03 — International Day of Happiness</p> <p>— Spring Equinox</p> <p>21/03 — International Day for the Elimination of Racial Discrimination;</p> <p>— World Down Syndrome Day;</p> <p>— International Day of Forests;</p> <p>— World Poetry Day</p> <p>22/03 — World Water Day</p> <p>23/03 — World Meteorological Day</p> <p>27/03 — World Theatre Day</p> <p>28/03 — Earth Hour (last Sat of March)</p>	<p>03/07 — International Plastic Bag Free Day</p> <p>07/07 — World Chocolate Day</p> <p>11/07 — World Population Day</p> <p>13/07 — World Rock Day</p> <p>15/07 — World Youth Skills Day</p> <p>17/07 — World Emoji Day</p> <p>18/07 — Nelson Mandela International Day</p> <p>20/07 — International Moon Day;</p> <p>— World Chess Day</p> <p>30/07 — International Day of Friendship</p> <p>31/07 — International Avocado Day</p>	<p>08/08 — International Cat Day</p> <p>09/08 — International Day of the World's Indigenous Peoples;</p> <p>— International Coworking Day</p> <p>10/08 — World Lion Day</p> <p>12/08 — International Youth Day</p> <p>13/08 — International Left-handers Day</p> <p>15/08 — World Relaxation Day</p> <p>17/08 — World Pedestrian Day</p> <p>19/08 — World Photography Day;</p> <p>— World Humanitarian Day</p> <p>22/08 — World Folklore Day</p> <p>23/08 — European Day of Remembrance for Victims of Totalitarianism (Black Ribbon Day);</p> <p>— International Hashtag Day</p> <p>26/08 — International Day of Actors</p> <p>29/08 — International Day of the Gamer</p> <p>30/08 — International Day of the Victims of Enforced Disappearances</p>	<p>05/09 — International Day of Charity</p> <p>08/09 — International Literacy Day</p> <p>10/09 — World Suicide Prevention Day</p> <p>19/09 — International Coastal Cleanup Day</p> <p>21/09 — International Day of Peace;</p> <p>— World Alzheimer's Day</p> <p>22/09 — World Car-Free Day</p> <p>— Autumn Equinox</p> <p>23/09 — International Day of Sign Languages;</p> <p>— EU Organic Day</p> <p>26/09 — European Day of Languages</p> <p>27/09 — World Tourism Day</p> <p>29/09 — World Heart Day</p> <p>30/09 — International Podcast Day</p>
APRIL	MAY	JUNE	OCTOBER	NOVEMBER	DECEMBER
<p>02/04 — World Autism Awareness Day</p> <p>06/04 — International Day of Sport for Development and Peace</p> <p>07/04 — World Health Day</p> <p>08/04 — International Roma Day</p> <p>15/04 — World Art Day</p> <p>21/04 — World Creativity and Innovation Day</p> <p>22/04 — Earth Day</p> <p>23/04 — World Book and Copyright Day</p> <p>26/04 — World Intellectual Property Day</p> <p>27/04 — World Design Day</p> <p>28/04 — World Day for Safety and Health at Work</p> <p>29/04 — International Dance Day</p> <p>30/04 — International Jazz Day</p>	<p>01/05 — International Workers' Day</p> <p>02/05 — International Day Against Bullying</p> <p>03/05 — World Press Freedom Day</p> <p>08/05 — World Red Cross and Red Crescent Day</p> <p>09/05 — Europe Day;</p> <p>— World Migratory Bird Day</p> <p>15/05 — International Day of Families</p> <p>16/05 — International Day of Light</p> <p>17/05 — International Day Against Homophobia, Transphobia and Biphobia (IDAHOBIT)</p> <p>18/05 — International Museum Day</p> <p>21/05 — World Day for Cultural Diversity for Dialogue and Development</p> <p>25/05 — Geek Pride Day</p> <p>28/05 — World Hamburger Day</p> <p>31/05 — World No Tobacco Day</p>	<p>01/06 — Global Day of Parents</p> <p>03/06 — World Bicycle Day</p> <p>05/06 — World Environment Day</p> <p>08/06 — World Oceans Day</p> <p>14/06 — World Blood Donor Day</p> <p>18/06 — International Sushi Day</p> <p>20/06 — World Refugee Day</p> <p>21/06 — Summer Solstice;</p> <p>— International Yoga Day;</p> <p>— World Selfie Day</p> <p>23/06 — International Olympic Day</p> <p>26/06 — International Day Against Drug Abuse and Illicit Trafficking</p> <p>28/06 — International LGBTQIA+ Pride Day</p> <p>30/06 — Social Media Day</p>	<p>01/10 — International Day of Older Persons;</p> <p>— International Coffee Day</p> <p>02/10 — International Day of Non-Violence;</p> <p>— World Smile Day (first Fri of Oct)</p> <p>04/10 — World Animal Day</p> <p>05/10 — World Teachers' Day</p> <p>10/10 — World Mental Health Day</p> <p>16/10 — World Food Day</p> <p>17/10 — International Day for the Eradication of Poverty</p> <p>18/10 — EU Anti-Trafficking Day</p> <p>19/10 — Breast Cancer Awareness Day</p> <p>24/10 — United Nations Day</p> <p>Mid-October — Erasmus Days</p> <p>25/10 — World Pasta Day</p> <p>28/10 — World Animation Day</p> <p>31/10 — Halloween;</p> <p>— World Cities Day</p>	<p>01/11 — All Saints' Day;</p> <p>— World Vegan Day</p> <p>02/11 — All Souls' Day</p> <p>03/11 — World Sandwich Day</p> <p>04/11 — UNESCO Day;</p> <p>— International Marketing Day</p> <p>08/11 — World Urbanism Day;</p> <p>— No Wi-Fi Day</p> <p>10/11 — World Science Day for Peace and Development</p> <p>13/11 — World Kindness Day</p> <p>15/11 — World No Alcohol Day</p> <p>16/11 — International Day for Tolerance;</p> <p>— International Flamenco Day</p> <p>17/11 — International Students' Day</p> <p>19/11 — Women's Entrepreneurship Day;</p> <p>— International Men's Day</p> <p>20/11 — World Children's Day</p> <p>21/11 — World Television Day; World</p> <p>— Fisheries Day</p> <p>27/11 — Black Friday (last Friday of Nov)</p> <p>30/11 — Influencer Day;</p>	<p>01/12 — World AIDS Day</p> <p>02/12 — International Day for the Abolition of Slavery</p> <p>03/12 — International Day of Persons with Disabilities</p> <p>05/12 — International Volunteer Day;</p> <p>— World Soil Day</p> <p>09/12 — International Anti-Corruption Day;</p> <p>— World Computer Literacy Day</p> <p>10/12 — Human Rights Day; International Animal Rights Day</p> <p>11/12 — International Mountain Day</p> <p>18/12 — International Migrants Day</p> <p>20/12 — International Human Solidarity Day</p> <p>21/12 — Winter Solstice</p> <p>24/12 — Christmas Eve</p> <p>25/12 — Christmas Day</p> <p>31/12 — New Year's Eve</p>

## Annex 5 – Quick Guide: How to Use Canva

**Canva** is an easy-to-use design platform that works both online and through its desktop and mobile apps. It allows anyone, even without any previous experience in graphic design, **to create professional-looking** visuals for social media, print materials, presentations and more. Its drag-and-drop interface makes it simple to combine text, images, shapes and icons to bring ideas to life in just a few minutes. You can use Canva **directly in your browser** (Chrome, Firefox, Edge or Safari), download the **desktop app** for Windows or Mac, or work from the **mobile app** available for iOS and Android. It's designed to be flexible, so you can start a design on your phone and finish it later on your computer.

Canva offers thousands of **ready-to-use templates** that make designing quick and enjoyable. **You can create your own branded materials by adding your logo, fonts and color palette**, and you can even collaborate with teammates in real time, reviewing and editing together from anywhere. It helps you save time and money by creating **simple designs yourself**, even without being a professional designer. Still, for larger campaigns or materials that require a specific visual identity, **it's always best to consult a professional or design agency**.

In recent updates, Canva has introduced a powerful suite of **AI-driven features** under its **Magic Studio**. These tools allow you to generate text, images and videos from simple prompts, remove or replace objects in photos, extend backgrounds, summarize long documents or even transform text into slides automatically. You can also use **Magic Write** to draft content ideas, **Magic Media** to generate visuals, or **Magic Animate** to add motion to any element with one click. These AI tools make Canva even more versatile, helping small teams and youth organizations create faster and smarter, while still keeping full control over the final design.

To get started, simply **visit [canva.com](https://www.canva.com)** and **create a free account**. Canva offers a generous free plan with many professional features already included, but there's more: the **Canva for Nonprofits** programme gives **verified NGOs** full access to Canva Pro completely free of charge. **Apply here**. Schools and teachers can also apply for Canva for Education, which includes all the premium tools adapted for classroom and training use. **If you are an educator, an educational institution or a student, you can apply for your free Canva Pro account here**.

If you want to learn more, Canva has its own **Design School**, where you'll find free short courses, tutorials and articles that guide you step by step through the basics of visual communication and digital design. **For beginners, there's also a clear [Getting Started Guide](#)** that helps you understand the main tools and features in just a few minutes. You don't have to learn everything by yourself: there are many social media accounts, creators and educators dedicated to teaching how to use Canva, sharing tricks, templates, shortcuts and inspiration. Some are even certified **Canva Creators or Canva Experts**. Popular names include **[Roger Coles](#)** or **[Donna Moritz](#)**. Following these accounts is a great way to discover new features, learn faster and stay inspired.

[VISIT CANVA.COM](https://www.canva.com)

[CANVA FOR NGOS](#)

[CANVA FOR EDUCATION](#)

[STARTER GUIDE](#)

[CANVA DESIGN SCHOOL](#)

## PROMPT LIBRARY

This annex includes a selection of categorized prompts designed to help you get started, organized by goal so you can quickly find the ones that best fit your needs. Beyond this collection, there are many other prompt libraries available online that explore specific tools, creative fields or professional contexts in more depth. You'll find links to some of these external libraries at the end of this document.

### TO CREATE AN INSTAGRAM POST INVITING YOUNG PEOPLE TO BECOME VOLUNTEERS:

*You are a youth worker with over 20 years of experience in community projects. Write a short and engaging Instagram post inviting young people from my neighborhood to a meeting where we will explain how they can become volunteers in the local youth association. Use a friendly and motivational tone, keep it under 100 words, and finish with a clear call to action.*

### TO RAISE AWARENESS ABOUT MENTAL HEALTH ON SOCIAL MEDIA:

*You are a social media manager for a youth NGO. Write 10 creative Instagram captions (max 12 words each) to raise awareness about mental health and self-care among young people. Make them positive, supportive, and easy to share.*

### TO CELEBRATE INTERNATIONAL YOUTH DAY:

*You are a youth worker with over 20 years of experience in community projects. Write a short and engaging Instagram post inviting young people from my neighborhood to a meeting where we will explain how they can become volunteers in the local youth association. Use a friendly and motivational tone, keep it under 100 words, and finish with a clear call to action.*

### TO ANNOUNCE THE START OF AN ERASMUS+ PROJECT:

*You are managing communications for a newly approved Erasmus+ youth project. Write a LinkedIn post introducing the project's name, partners, and objectives in an accessible and inspiring way, highlighting its European dimension and expected impact.*

### TO SHARE HIGHLIGHTS FROM A YOUTH EXCHANGE:

*You are part of a youth NGO that just hosted an Erasmus+ exchange. Write a short caption for Instagram with 3 emojis, one quote from a participant, and a link to the full video on YouTube.*

### TO PREPARE A SHORT INSTAGRAM REEL ON ONLINE SAFETY:

*You are a youth educator preparing a 30-second Instagram Reel script for high school students. The topic is online safety and avoiding fake news. Write the script with a clear intro, 2 practical tips, and a fun closing line that encourages sharing the video with friends.*

### TO PROMOTE A LOCAL YOUTH FESTIVAL:

*You are a creative social media strategist. Write a 45-second TikTok script promoting a local youth festival. Make it fast-paced, exciting, and friendly. Include 3 reasons why young people should attend and end with a catchy phrase.*

### TO SHARE VOLUNTEERING STORIES:

*You are a video content creator for a youth NGO. Write a short script for a YouTube Shorts video (under 1 minute) featuring 2 volunteers who share why they joined the association and what they gained from it. Keep the tone authentic, warm, and relatable.*

### TO PRESENT THE RESULTS OF A YOUTH PROJECT:

*You are producing a 60-second video recap for Instagram Reels. Summarize what happened during an Erasmus+ training course, mentioning location, number of participants, and one key message. End with a visual call to follow your page for upcoming projects.*

### TO INTRODUCE YOUR NGO TO NEW AUDIENCES:

*You are preparing a short vertical video for TikTok or Reels explaining who you are as an organization. Write a 40-second script that highlights your mission, your values, and one success story that represents your work.*

### TO BRAINSTORM A LOW-BUDGET YOUTH CAMPAIGN:

*You are a creative strategist working for a small youth NGO with almost no budget. Generate 10 original campaign ideas that raise awareness about climate change among teenagers. Each idea should be low-cost, easy to implement, and engaging for young people. Present them in a clear list with one-line explanations.*

### TO DESIGN A TIKTOK CHALLENGE AROUND KINDNESS:

*You are a youth worker who wants to design a TikTok challenge for teenagers around the theme of kindness. Suggest 5 different challenge formats with hashtags, simple actions, and ways to encourage participation.*

### TO PLAN A SOCIAL MEDIA CONTENT SERIES:

*You are a social media planner. Propose a 4-week Instagram content series for a youth NGO about digital well-being. Each week should have a theme, 3 post ideas, and 1 Reel concept. Keep the focus on being engaging, visual, and youth-friendly.*

**TO PROMOTE ERASMUS+ OPPORTUNITIES FOR YOUNG PEOPLE:**

*You are a youth worker preparing a digital campaign to explain Erasmus+ mobility options. Write 5 post ideas and one short video script that explain how young people can apply, who is eligible, and what skills they can gain.*

**TO CREATE A CAMPAIGN ABOUT VOLUNTEERING IMPACT:**

*You are a communication strategist for an NGO network. Design a small campaign showing the personal stories behind volunteering. Suggest 3 storytelling formats (posts, video, carousel) and 3 possible slogans.*

**TO CREATE DISCUSSION QUESTIONS FOR A WORKSHOP:**

*You are an experienced youth facilitator preparing for a 1-hour workshop with 20 teenagers about self-esteem and social media. Generate 10 open-ended questions that will spark conversation and reflection. Keep the questions short, clear, and youth-friendly.*

**TO PREPARE ENERGIZERS:**

*You are a workshop facilitator. Suggest 5 energizer activities for a training course with 25 participants aged 25–35 who are meeting for the first time. The activities should be fun, quick (under 10 minutes), and require no special materials.*

**TO DESIGN CLOSING REFLECTIONS:**

*You are a youth facilitator. Write 3 different 5-minute closing reflection exercises I can use at the end of a workshop on online identity. The goal is to help participants take home one clear message.*

**TO PREPARE A PROJECT KICK-OFF MEETING:**

*You are coordinating a new Erasmus+ project. Write a short facilitation plan for the first consortium meeting, including one energizer, one shared vision activity, and one wrap-up reflection.*

**TO ENGAGE PARTICIPANTS AFTER A TRAINING:**

*You are a trainer preparing follow-up activities after a youth mobility. Suggest 3 ideas to keep participants connected and active (for example, online challenges, mini videos, or digital storytelling projects).*

**TO SIMPLIFY AN ACADEMIC ARTICLE FOR YOUNG PEOPLE:**

*You are a youth educator who needs to explain a long academic article to high school students. Summarize the following text into 5 key points written in simple English, avoiding jargon. Each point should be one sentence only, easy to read out loud: [paste text].*

**TO TRANSLATE COMPLEX POLICY INTO YOUTH-FRIENDLY CONTENT:**

*You are a youth policy communicator. Rewrite the following European policy text so that it can be understood by 16-year-olds. Keep the sentences short, remove jargon, and use examples that connect to young people's daily lives. Text: [paste text].*

**TO CREATE A ONE-SLIDE SUMMARY FOR A WORKSHOP:**

*You are preparing a workshop slide deck for teenagers. Turn the following one-page document into a single, visual-friendly slide outline with 3 bullet points, 1 short quote, and a simple call to action: [paste text].*

**TO SUMMARIZE A PROJECT EVALUATION REPORT:**

*You are a communication officer who needs to share the results of a project evaluation in a clear and engaging way. Create a short summary (max 150 words) using simple language and one key statistic.*

**TO ADAPT A TECHNICAL ERASMUS+ GUIDE FOR YOUTH WORKERS:**

*You are rewriting an Erasmus+ handbook section so it can be easily understood by youth organizations. Simplify the structure, shorten the sentences, and include one real-life example to illustrate each rule.*

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## CHECKLIST: ETHICAL & RESPONSIBLE USE OF SOCIAL MEDIA AND AI



### Consent and Privacy

- Do we request explicit consent before publishing photos or videos of any individual, regardless of age?
- Do we have specific procedures for working with minors, including parental or guardian consent?
- Are our consent forms clear, specific, and easy to understand?
- Do we explain how data/images will be used, where, and for how long?
- Are our data processing activities GDPR-compliant?

### Use of Images, Videos, and Content

- Do we ensure everyone shown in our content has given permission?
- Do we avoid content that could stigmatize, expose, or endanger people?
- Do we credit all third-party content and respect copyrights?
- Are our visuals inclusive of gender, ethnicity, ability, and more?
- Do we apply the same ethical rules to adults and minors?

### AI-Generated Content and Automation

- Do we clearly state when content is AI-generated?
- Do we review AI content to avoid bias or errors?
- Do we avoid simulating real people with AI without consent?
- Do we combine AI tools with human ethical judgment?
- Are we transparent about which tools we use and how?

### Audience Interaction and Community Management

- Do we have and share clear community guidelines?
- Do we moderate for hate speech, bullying, or misinformation?
- Do we provide ways to report digital issues or abuse?
- Do we respond respectfully to feedback and criticism?
- Is our content accessible (alt text, subtitles, clear language)?

### Internal Conduct and Organizational Readiness

- Do we have a digital ethics code for staff and volunteers?
- Are our teams trained in privacy, image rights, and AI ethics?
- Do we have a crisis plan for digital communication issues?
- Do we regularly review and improve our digital practices?

### Organizational Commitments and Principles

- Do we maintain and update our social media policy?
- Do we promote a culture of care and responsibility online?
- Do our tools align with our values and mission?
- Do we involve youth in key digital decisions where relevant?
- Are we committed to being ethical, inclusive, and transparent online?

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#### DISCLAIMER

This guide was jointly developed by Asociación MIRAS (Spain), Associação para a Igualdade AEQUALITAS (Portugal), and Dragons Nest AMKE (Greece) within the Erasmus+ project Beyond Likes 2023-3-ES02-KA210-YOU-000178244, coordinated by Asociación MIRAS (Spain) and co-funded by the European Union.

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This publication was prepared by the project consortium to provide practical support to organizations and youth workers; it does not represent the scientific, pedagogical, or academic positions of the consortium.

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