



ASSOCIAÇÃO  
**SELFMADE**  
Mobilidade Internacional  
e Empreendedorismo



Câmara Municipal

# CONNECTING YOUTH WORK SOCIAL MEDIA HANDBOOK

Training course, 03-12 July 2022, Fundão, Portugal



## Participating Countries:

Portugal, Turkey, Spain, Greece, Hungary, Romania, Lithuania,  
Estonia, Slovakia, Croatia, Bulgaria, Italy, and Poland



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# INTRODUCTION

For this handbook, we focused on fundamental topics of social media planning and analysing by using different databases and strategies. In light of the CYW project and our research, our main focus areas are to take your attention to how important it is to use the proper tools and platforms for your projects and how to improve them.

In the first chapter you will find a research on planning part which covers a range of topics from market research to stakeholder communication. In the second part, topics for creating content for different social media platforms and basic graphic designs are explained. Then we mentioned different social media platforms which can be a good option for youth work projects and crucial points on do's and don'ts on these platforms in the third part. You can also learn about analysing metrics of different social media strategies in Section 5.

In the last part, you can check our recommendations about how to learn more on this topic and you can find helpful resources to improve your skills.

If you want to learn more about our project, organiser and partner NGOs, you can find information at the end of this handbook. We also mentioned Erasmus+ in general if you are interested.





# ***PLANNING***



# MARKET RESEARCH

The activity of market research is essential in the development of any enterprise, be this a business for profit or a non-profit organisation. It consists in the analysis of consumer/stakeholder needs and preferences, and of the activity of other economic and social actors, to test the viability of a product, or project, the entrepreneurs desire to put on offer.

Market research can develop on different platforms. Among others it can be realised using:

## Surveys

- in person, via phone, email, online
- well pondered, specific, often close ended questions
- if theoretical research on the topic of the interview is sound, they offer highly reliable and extendible results

## Focus groups

- moderated, audio or video-taped group unstructured discussions (usually a minimum of three), happening in a neutral environment
- do not guarantee scientific soundness and reliability
- interesting, qualitative, but subjective, and therefore limited in scope results

## Personal interviews

- unstructured discussions, happening with one person only
- subjective, in-depth results, not extendible to a whole population

## Field observations

- monitoring and analysing consumer behaviours in habitual market settings (product statistics by shop/area, impersonal feedback collection or even video-taping)
- naturalness vs biases common to explicit testing environments
- data collection is subject to more accidents, unexpected events (we might miss, unbeknownst, important background information, e.g. demographic info, that would change our interpretation of the data; or a specific condition/variable that is, in fact, creating biases)
- Biases and missing information can be accounted for, but the more variables are taken into account in the study design and analysis, the costlier these are going to be

## Field trials

- placement of a product in shops, or else the testing phase of a project, e.g. the start of the first communication campaign
- monitor the response from the consumers and the public, checking statistics on returns or following a similar methodology to that employed for the field observations.



**When working with social media, market research has a two-fold application.** It allows us:

1. to select the platform that suits our entrepreneurial objectives the best
  - a. where do our target audiences will most likely direct themselves?
  - b. which functionalities of the platform (data collection, advertisement schemes, image resolution, media interoperability, etc.) could better propel our work?
2. to do actual research through the social media platforms we have decided to work on

Section 4.1 of this handbook describes in detail the functionalities and target audience/consumers of the major social media platforms available at this moment. Therefore this is not the place to go into detail about these. Based on the forthcoming description it will become self-evident to you where it is better to direct your efforts.

For the moment, let us focus on the second application, that is: how to generally use market research on social media.



To answer the ‘how’ question, we first need to understand the what and why of social media platforms. We said that under the concept of ‘social media’ we group all websites and digital applications which centre their business model on the interaction between users, the sharing of information, content, and their collaboration.

These forms of communication are often prompted (for example by algorithms proposing only specific contents, or reinforcing virtual bonds with specific persons or groups), and are always closely monitored: practices that allow the curators to provide their services ‘for free’ or, to use a technically improper but suggestive terminology, at the external cost of the users sharing sensitive information about their demographics, interests, consumption habits, sexual preferences, lifestyle, health concerns, etc. without direct knowledge of how these information and content will be used, shared with third parties, and eventually become a source of financial profit.

This condition of existence of social media sets the stage for manipulation. Social responsibility then becomes a priority for all organisations, for profit and non-profit, approaching social media and wanting to boost their enterprise through it.

Social media are a product of globalisation, the commercial need to let information and goods travel as quickly and as far as possible around the globe. This means they carry with them its goods and its contradictions, such that between the access and availability that create opportunities and the loss of control, creativity, freedom that the consumerist, 'pressure to perform' attitude covertly promoted by social media can produce.

When approaching and utilising a social media platform to create their community of supporters, a customer base or other, any organisation should keep in mind these aspects and use their instruments transparently and fairly.

The effects of social media addiction, or the manipulation of sensitive information by major social media companies, are by-products, emergent effects outside of the fundamental scope and norms of integrity these businesses have given themselves.

But they come about, and they do via a combination of incautious, reckless behaviour on the part of the industry, and of absent-mindedness on the part of consumers.

- So here we go with the 'how'. All organisations, especially youth organisations like those to whom this handbook is primarily addressed, as structured, oriented enterprises should make sure that there always is a balance between their needs (profit/income, likes, retweets, etc.) and the integrity and dignity of the people they are, so to say, targeting.
- Social media platforms grant us the resources to perform digitally virtually every market research exercise there is:
- online surveys can easily be set up and vehicled on most platforms. The more audience a facebook page created for commercial purposes has, for example, the more trustworthy surveys addressed to that audience are going to be. One can even pay the platform to advertise outside of 'the bubble' to other potential customers or stakeholders, based on specific analytics.



- focus groups and personal interviews are equally accessible tools on the web. They can be performed through social media, on virtual chat rooms or on video.
- field observations and trials essentially translate into online marketing. Close to 20% of total sales globally happened on e-commerce in 2021, and this number is expected to grow by more than 1% every year at least until 2025 (according to the forecast of the German data-base company Statista).

The online marketplace is growing, as cities become less and less welcoming to resident or permanent citizens, as frenetic lifestyles alienate us from our neighbourhoods, and as big delivery champions monopolise the transportation market. At this pace of development, with an ever growing number of businesses going online and betting on their capacity to 'go viral', accessibility can translate into irreflexive consumerism, and social networks can become means of dominance and promote **dependency instead of freedom.**



Social media platforms are a mixed blessing. They open spaces for dialogue and collaboration that would hardly be possible otherwise, but they are also instruments of alienation. Both service providers and consumers have their share of responsibility, but who has the skills to do good while building a successful enterprise, should.

As you go on reading this handbook, you will come to know **useful practical tips on how to use your social media pages:** from how to create effective messages, to how to keep your community engaged, create attractive graphic content and dealing with copyright.

All along, please keep in mind that ethical concerns are fundamental to be effective and make it sustainable. Enjoy the read!



# SETTING COMMUNICATION GOALS

## What is OKR?

- Objectives and Key Results.

**Define goals and make a plan to measure them along the way.** Setting OKRs propels your team to achieve more than you ever thought possible

**Objectives:** How would we like to see the project by the end of one week/month/year?

## The five tops:

- Structure and quality
- Risk-taking
- Meaning and work quality
- Dependence
- Work impact

**WHAT:** The vision is what we would like to get in a determined time.

- Meaningful. They have to stimulate us;
- Specifics;
- Action Oriented;
- Inspirational. They make us want more.

## Key Resources:

Things that have to happen this week in order to get the objective.

## HOW?

3 or 5 things have to happen in order to get the objective and they have to be measurable.

- Specifics
- They have to have a deadline
- Realistics
- Measure oriented
- Achievable

**"WHEN PEOPLE HAVE CONFLICTING PRIORITIES OR UNCLEAR, MEANINGLESS OR ARBITRARILY SHIFTING GOALS, THEY BECOME FRUSTRATED, CYNICAL AND UNMOTIVATED."**

**How do these objectives have to be in order to progress correctly?**

- Team mission-oriented;
- Respecting deadlines and adapting them to the circumstances;
- Feedback is positive integrated to improve;
- Transparency;
- They have to be written down;
- The OKR's are alive, they are evaluated and adapted to the situation.



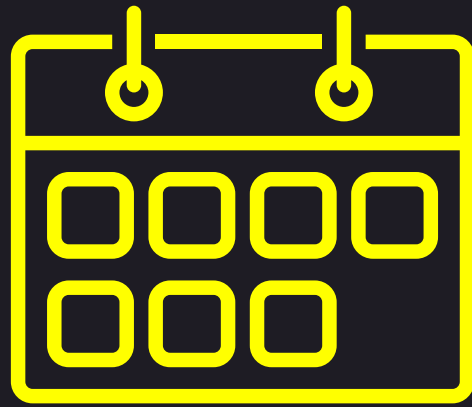
## GOALS TO IMPROVE PERFORMANCE

- A healthy OKR environment seeks a balance between the AUTONOMY, COMMON PURPOSE, and CREATIVITY of team members.
- When other people identify our HOW, it does not have the same value for us. That is why it has to be fixed by the people who will participate in the work.
- When all members are aligned with the team's objectives, the impact and performance are magnified.

Previously to this step, you will need:

- You need an action and learning plan.
- Have your objectives in writing.
- Share them with the team weekly.
- **CONTINUE:** If it works for you.
- **UPDATE:** What you can do differently.
- **STOP:** from doing what doesn't work.

**Are we ready? Let's start tracking!**



## WEEKLY CHECKOUT

- We mark those objectives that we have met.
- We analyze what we want to do differently.
- **SCORING:** Scoring helps us to assess how progress has been made towards achieving the objective.

0 -3: We have not progressed.

4-6: We have made progress, but we have limited ourselves to the basics.

7-10: We have completed everything and it has helped us progress.

**„WE DO NOT LEARN FROM EXPERIENCE...WE LEARN FROM REFLECTING EXPERIENCE”**

At the end of the week, what matters is that we learn how to work on our SELF-LEADERSHIP.

Continuous Performance Management



## CONVERSATION

**A frank exchange on our performance in 5 AREAS:**

- Goal setting reflection
- Actual work checking
- Bi-directional coaching
- Growing process, opportunities, challenges, etc.
- Measure the progress regarding the previous meeting.

## FEEDBACK

### **Bi-Directional Communication**

- We have to avoid telling people what to do. They need to feel inspired and empowered.
- 1 to 1 - face to face in a circle
- Cross-functional initiatives: Participate in project meetings, events, etc.



## RECOGNITION

**Expressions of appreciation for contributions to the team:**

- Member to member
- Recognising actions and results
- Sharing resources
- Speaking fluently
- Based on company objectives and strategies.

Given the chance, OKRs and CFRs will build top-down alignment, team-first networking, and bottom-up autonomy and engagement—the pillars of any vibrant, value-driven culture.



# MESSAGES

Social media messages mean **forms of communication**, including sites for social networking or blogging, through which users create a personal profile or profile of an organization and participate in online communities to **share information**, ideas and messages.

The term "messaging" refers to how an organization talks about itself and the value it provides. Related to positioning, messaging is an approved set of key points or messages an organization uses to communicate about something with a target audience.

The goal of creating social media messages is not only to **reach the audience** but also to achieve an intended effect. Social media messages need to **motivate the audience to engage with the content**. The core message needs to be articulated across all social media platforms in a consistent way that conveys a unified voice. It is important to think carefully not only about what the message will say but how to say it in a concise manner that has the intended effect.

When we want to create a message on social media platforms, we should think about and answer the following **questions that may help us to create the right message**:

- **"Who are we?"** (the project initiators or team) – it refers to the team.
- **"What are we going to do and who are we doing it for?"** – description of the concrete activity and the target audience that will benefit from our work
- **"What is the context?"** – we should think about the political, economic, or social environment we are operating in that makes our project particularly relevant
- **"What is different?"** – what is new or different about the approach that we are taking?
- **"How will this make things better?"** – what problems or barriers will our work help our priority audience overcome? How will our project make their lives easier/better?
- **"What about money?"** – How could this add value and improve efficiency?
- **"Who are our supporters and partners?"** – Who is supporting us? Who are our partners?







### Audience-focused messages:

For writing the messages on social media platforms it is important to know, who is our target group, and our audience and to decide to whom we will address the concrete message. Then we should think about the following questions that can help us to make our message more focused:

1. “What is the issue?” – A simple articulation of the problem or issue our project is trying to meet.
2. “Why does it matter now?” – What is the relevance, urgency, or reason to engage for our audience/s?
3. “What are we doing?” – How will we contribute to the issue/the potential solution our project offers?
4. “What do we want our audience to do?” – The action/s we would like our audience/s to take.

### Key messages should be:

- **Concise:** Key message statements should be clear and concise, ideally just one sentence long—but not a long, run-on sentence.
- **Simple:** Key messages should use language that is easy for target audiences to understand. You should avoid acronyms, jargon, and flowery or bureaucratic-sounding language.
- **Strategic:** Key messages should differentiate your organisation and what you stand for while articulating the value proposition or key benefits you offer.
- **Convincing:** Messaging should include credible, meaningful information that creates a sense of urgency and stimulates action. Message wording should be decisive and active, rather than passive.



- **Relevant:** Key messages should matter to the audience; they should communicate useful, relevant information that the audience finds appealing not only on a logical or rational level but also on an emotional level.
- **Memorable:** Key messages should stick in the mind, so the impression they make is easy to recall.
- **Tailored:** Messaging must communicate effectively with intended target audiences. This means the messaging should reflect the target audience's unique needs, priorities, issues, terminology, relationship to the organization, and other distinguishing factors that might help the messaging better

### An example of how to adapt messages:

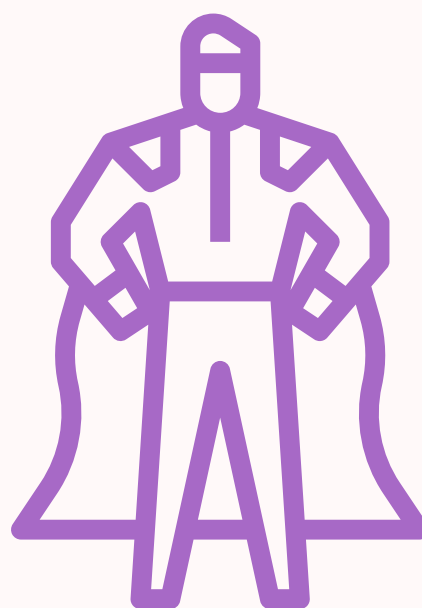
A hospital team running a telemedicine project that offers more flexible and better-coordinated care for older people needs to encourage referrals, build political support and secure future funding. They identify a message about the purpose of the work that is relevant to all their audiences. Beyond that, their messages are adapted to reflect the priorities of specific audience groups.

For GP: Refer your patients to this new service to ensure their care is more effectively coordinated. Dr Smith, a GP who helped lead our pilot, said:

**"IN OUR PRACTICE, WE SAW THE FOLLOWING BENEFITS..."**

**For local politicians:** Patients and their careers are telling us that this new service has transformed their care. Our patient survey showed 95% would recommend telemedicine support to others. Help us win further support for this work, which could benefit X,000 people in your constituency.

**For commissioners:** Our pilot has shown an X% reduction in emergency hospital admissions, improved patient experience and cost savings of £Y. Funding this work will also contribute to your goal of 'bringing care closer to home'.





# STAKEHOLDER COMMUNICATION

## What is a stakeholder:

Stakeholder means any people or groups who are positively or negatively impacted by a project, initiative, policy or organisation. They could be internal (people within your organisation) or external (people outside of your organisation).

## Why it is important to communicate well:

Why can't you just have one meeting to tell people about a project that's impacting them and leave it at that? If you want any communication to be successful, you need to reinforce it in multiple ways and several times. It also should be personalized for the activity and group.

Trying to capture all the things that need to be communicated during stakeholder engagement and communication for a project in just one or two meetings isn't going to ensure your message sticks.

People tend to tune out and forget information when they have too much incoming at one time. Your stakeholder communication management should include a variety of different communication types as well as give stakeholders "bite-sized pieces" of information when they need it.

## What type of a difference does a good stakeholder management communication plan make?

Here are a few statistics:

- Businesses with effective internal communications see 3.5x better results
- 86% of employees blame company failures on poor communication
- Well-informed employees outperform their peers by 77%
- Often, the success of project implementation will depend upon how effective the stakeholder

## Platforms to communicate

Some people are visual learners, some prefer information in short snippets of text, others may remember it better with a face-to-face meeting or video.

You should include a multi-prong strategy when developing your communication and stakeholder management plan. You want to ensure that you are using different channels of delivery for your various types of communications.

### **A stakeholder communication plan**

example of online communication delivery channels would be:

- Social media posts
- Internal messaging app (like MS Teams or Slack)
- Internal team site
- Email
- Company blog
- Virtual meeting
- Pre-recorded on-demand videos

### **An example of offline communication delivery channels**

for a stakeholder engagement strategy and communications plan would be:

- In-person meetings
- Team workshops
- Postcard mailers
- Corporate events

We recommend using at least four different delivery channels when planning your overall stakeholder communication strategy.

### **What Is a Stakeholder Communication Plan?**

Your stakeholder management communication will be done throughout a project that is impacting stakeholders in an organization. It's the strategy you put together to ensure everyone knows what they need to know when they need to know it.

It's important to tell people BEFORE they need to adopt a new process, procedure, tool, or other change. Otherwise, they won't be properly prepared or ready to do what's needed of them when the project is "live" (i.e., deployed in the organization).

### **Stakeholder communication strategy example would include things like:**

- The type of communication (awareness, scheduling, training, survey, etc.)
- The audience for the communication (organizational group or external)
- How the communication is being given (email, messaging, meeting, etc.)
- What the communication is
- Who is responsible for delivering the communication
- Important dates, (start date, end date, and sent date)

Your stakeholder management and communication plan will include all the things you need to make people aware of and a schedule for providing those communications.

# ENGAGEMENT

**What is the key to a successful party?  
Is it enough to offer a location?  
Have a bunch of names on the entry  
list? No!**

A good host should promote and encourage interaction with and between guests to make sure a mark will be left.

The same goes for social media, the key to having a proper strategy and success is ENGAGEMENT. It's not enough to have the biggest audience, you need one that engages and interacts with your content, ensuring the formation of a community you can rely on to reach your objectives.

## How does it look in practicality?

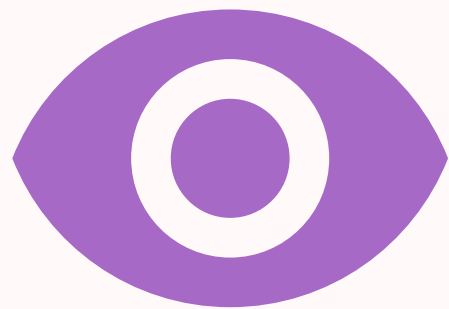
Depending on the platform used, it will show in different ways:

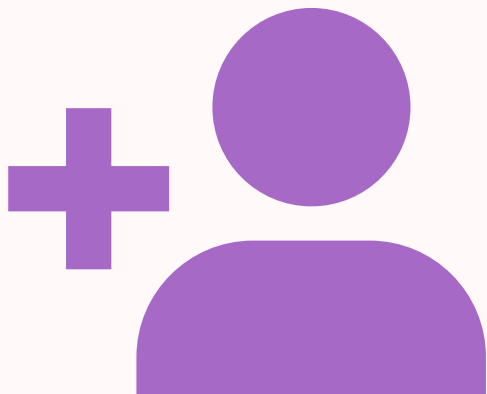
- Likes and comments for YouTube
- Comments on Instagram
- retweets on Twitter
- shares on Facebook

All those actions and interactions that show interest on the part of your community, involving them concretely in the content you are conveying

Engagement is like the social media platforms we use on daily bases, we have good practices to promote it and ways to calculate it concretely.

- **Planning your posting:** to have a stable base of engagement from your community it's highly recommended to post using a constant plan, frequently and at effective times, to show both activity on your social media and to make sure your follower base is aware, look forward to, and can interact with your publication.
- **Make your posts visual:** proper and accurate use of graphic design to attract attention is vital, in this handbook we are going to teach you a little about how to improve your skills in this sector.





- **Make your followers feel engaged:** Act as a host and interact with them, answer their comments, address them specifically, and let them know that you care about their opinion!
- **Follow and use trends:** more than often trends are a powerful tool for us to use to appeal to our followers. Include them, discuss them, or simply keep them in consideration when posting.
- **Give your followers decisional power:** engage them in Q&As, share ideas, and create polls and surveys. As long as you have the possibility and flexibility for it, involve your community by asking what kind of content they would prefer when they would like publications or opinions about the posts you published already. The feedback you are going to receive will be the easiest way to increase Engagement.



- **Monitor engagement:** there are multiple analytics tools to measure the engagement in your social media, keep track of it, understand what is the post that promotes it, and understands why to correct the aim of those that are not effective, here is a short list of some useful tools and pages you can use to calculate it:
  - **Google Analytics**
  - **Twitter Analytics**
  - **Hootsuite**

(All those platforms make use of the social ROI (Social return on investment), a tool used to calculate how effectively a company uses its capital and other resources to create value for the community.

# SETTING UP A COMMUNICATION TEAM

## Marketing Manager

- Customer Happiness;
- Brand Guardian;
- Content Manager;
- Online Marketing Ninja;
- Sales Manager;
- Marketing Support;
- Key Account Manager.

A strong leader knows and utilizes the skills and strengths of each team member. Your goal is to do this with each employee individually while also identifying where people have complementary skills. Review the capabilities of each person on your team, including their strengths and weaknesses. Giving someone backup or a partner who excels where they struggle can keep morale high and limit workplace frustration.

The major roles in a marketing communication team are the following:

- Customer Happiness;
- Brand Guardian;
- Content Manager;
- Online Marketing Ninja;
- Sales Manager;
- Marketing Support;
- Key Account Manager

These are all equally important roles however depending on each youth's work-related company size, goals, and budget is going to be the deciding factor. Different roles can be wielded by the same person but that could be lowering effectiveness, here are a few descriptions for them:

**Customer Happiness:** Takes care of the administrative aspects of the program searching process, so participants can concentrate on preparation instead of paperwork.;

**Brand Guardian:** They are in charge of the integrity of anything regarding the, overlooks ads and contents before post that everything is up to code;



**Content Manager:** Creating every social media content, ads, usually someone with outside-the-box thinking so the target audience is reached in a most efficient way;

**Online marketing ninja:** In charge of one's webpage (usually with someone with knowledge regarding webpage design/management) and someone who can confidently deal with google ads/Facebook ads systems;

**Sales Manager:** Personal dealing with promotions and getting new fundings into the company. Mainly dealing with B2B rather than B2C

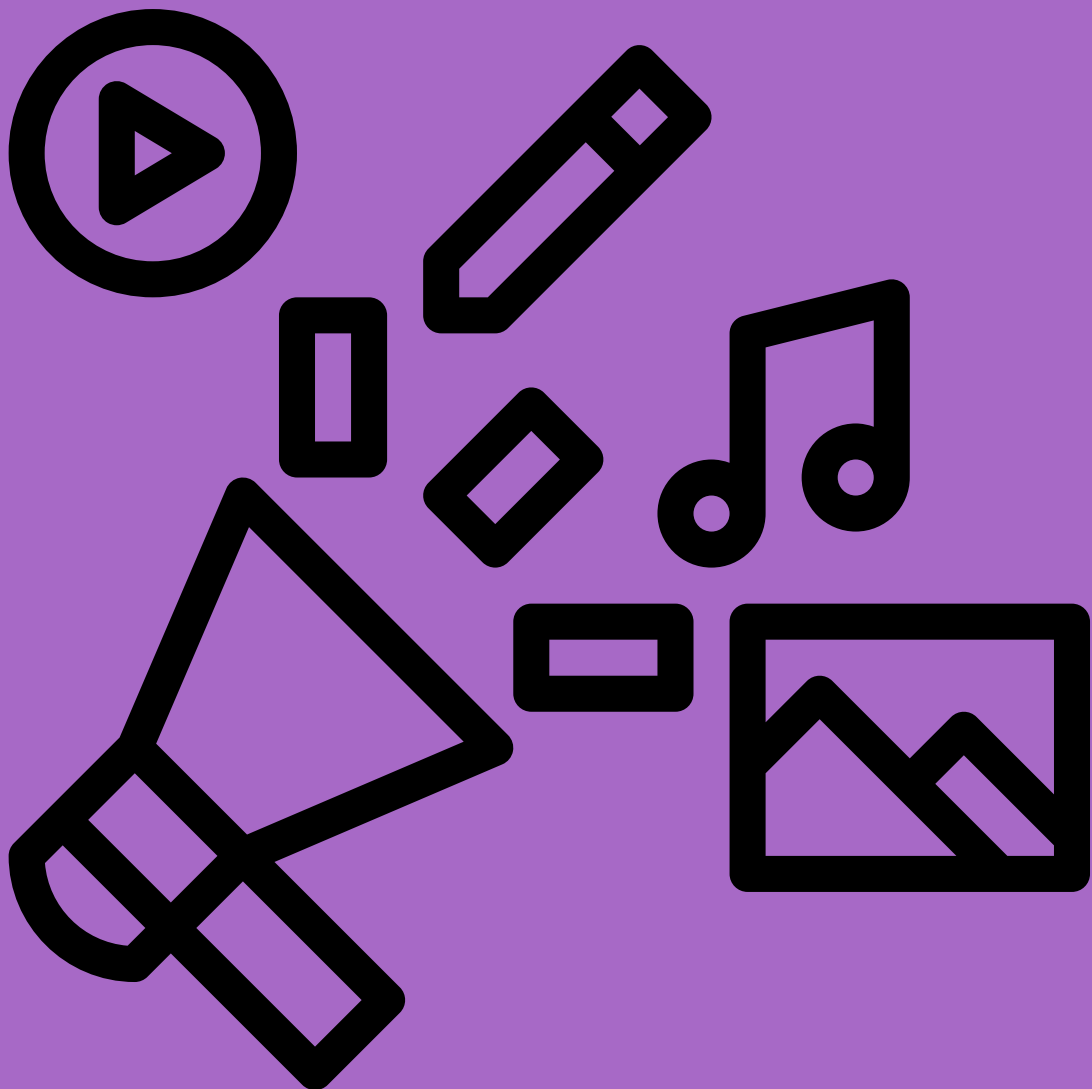
**Marketing Support:** Regarding other roles this one is the most optional, marketing support roles are "Jack of all trades", helping out with all other roles, if one of them gets overwhelmed;

**Key Account Manager:** Relationships set up by the sales team, are being taken care of by the key account manager. B2B relationship manager.





# ***CREATING CONTENT***



# CREATING THE PERFECT DIGITAL CARD

The only difference between a digital business card and the paper kind is that the former can contain more information. Apart from that, it still needs to look tidy and professional to make a good impression.

## **Include a Professional Picture and Additional Visuals**

Start with a pristine picture of yourself. You need to look professional, confident, and approachable to anyone who glances at your card. But, if possible, give your card more visuals to catch people's eye. A logo is a great option, as well as a video or slideshow that reflects your company or shares its achievements.

## **Make Your Name and Job Title Stand Out**

A digital business card is exactly that: a virtual representation of your profession or company. Place your name, job title, and company front and center. It's a good idea to have the name bigger and bolder than the other details, so the reader can immediately identify you. Stick with sans fonts, and your business card will look clean and professional.

## **Use Simple Color Schemes**

Avoiding complex features is important for many parts of your digital business card. The first tip to remember is that you should choose no more than two to three colours. For example, a white or pale background is good for text alongside brighter colours to make visuals or certain information pop, like headings, projects, or affiliates.

## **Add Clear Contact Details**

A clear name and job description are vital, but you also want to make it as easy as possible for people to get in touch with you. This information and how it's presented paints a better picture of who you are and can lead to good common ground.



## **Make Your Website Link Prominent**

There are different ways to integrate your website. It could be a simple link alongside a brief description, logo, banner, or other visuals. To make it more attractive, however, consider hyperlinking a distinctive button. Whatever you put around this button, people are more likely to spot it and click it to explore your achievements further. It shouldn't take up that much space either.

## **Include Social Media Links**

Like your website, your social media profiles are a great addition to your digital business card. And you can include them in the same ways, although one is better than the other. While a list of hyperlinks is always an option, it's not the most appealing. Many business-card-making platforms offer buttons and icons as an alternative. These can sit in a convenient part of the card, while you use the rest of the space for information that needs it more.

## **Use Links and Files to Draw Attention to Important Projects**

You can use your digital business card to demonstrate some of your work. Choose your most relevant and flattering resources to share, whether websites or files, but not too many. If you do decide to add files, make sure they're flawless. A few pages of interesting and easily accessible information can boost your card's effectiveness beyond what you can fit in its readymade space. Compile a portfolio or list of services and achievements in PDF format.

## **Mention Key Affiliates and Reviews**

Try to add your collaborators to your business card. It would show viewers that you have the backing of other professionals or companies. Not much, just add their names and hyperlinks for viewers to spot and click through to. Better yet, line up their logos to give your card some flair. This would be a good place to also share any positive feedback, whether from affiliates or customers. A few short quotes will do unless your card accepts digital files, in which case you can present your reviews in full.

## **Use Clear Calls to Action**

A digital business card is a marketing tool such as a newsletter or advert. This means that you must include calls to action among your professional details. For example, in a section about your projects, prompt viewers to click a link or button for access to the website of your most important venture. At the same time, you can direct people to your most active social media platforms. The point is to make the card crystal clear to navigate and understand. Too much clutter or bad writing can push viewers away and leave them with a bad impression.

## **Use Digital Business Card Services With Smart Features**

While searching for the best service to design and accommodate your virtual card, check what different platforms offer in terms of intelligent features and make good use of them. Check for offerings like QR codes, document scanners, email signatures, and connectivity features.

# COPYWRITING

Copywriting is the process of writing persuasive marketing and promotional materials that motivate people to take some form of action, such as make a purchase, click on a link, donate to a cause, or schedule a consultation.

Copywriting is closely connected to graphic design. In fact, great graphic design is not going to be as good if it is not paired with clever copywriting.

Designers should write in their brand's voice and prove a solid understanding of target users. Good copywriting means shaping brand experiences and driving conversion through clarity, helpfulness and trust.

**„WRITING IS EASY. ALL YOU HAVE TO DO IS CROSS OUT THE WRONG WORDS.“**

— Mark Twain

**To craft strong copy, you should:**

- **Highlight the benefits**—writing “because you’re safe from malware”, is better than “voice-controlled”) “is better than”.
- **Make it about the users**—Address them with “you” and “your” to get closer and increase their sense of ownership.
- **Get to the point, in the active voice and without filler words**—“Log in to comment.”—not, “You must be signed in to comment.”
- **Keep copy simple, appropriate and jargon-free**— choose words which a typical 12-year-old would understand and be careful with humor.
- **Be concrete and walk down the ladder of abstraction.**



**Visual hierarchy is a method of organizing design elements in order of importance.** There is a set of principles that

influence the order in which we notice what we see. Designers most often utilize the F pattern. Mix short and long sentences to maximize readability;

- **Use clear labels**, headings, bullet points and numbered lists to help users skim short chunks of copy;
- **Keep copy consistent**—Use the same words to describe the same things throughout the interface/document. Repetitiveness beats confusion;
- **Use progressive disclosure**—Insert “Read more” links to avoid flooding users with additional information;
- **Test on real users**—Put your copy through usability testing;



- Write for SEO - **pick your keywords carefully**;
- Know where to put Key information ;
- Think like a customer;
- Inject the right emotions into the copy;

## SEO - Search engine optimization

SEO stands for search engine optimization, which is a set of practices designed to improve the appearance and positioning of web pages in organic search results. Because organic search is the most prominent way for people to discover and access online content, a good SEO strategy is essential for improving the quality and quantity of traffic to your website.



# BASIC GRAPHIC DESIGN

In order to have good design you should follow a few rules. The good design should attract attention as well as please the eye of the beholder and it must serve a purpose.

Here are the rules:

- **The KISS (less is more) - Keep it simple, stupid**

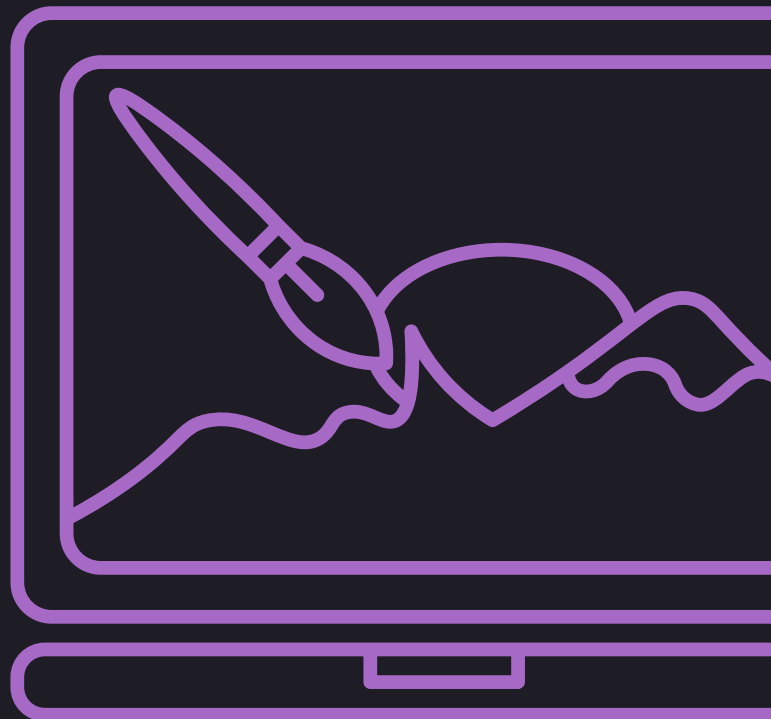
We should eliminate everything that's not necessary. For example, more than three colors, more than two or three fonts, design elements that don't transport any message at all or break a long text into paragraphs;

- **White space (the so called negative space)**

This is a space that is not filled with text, graphics or photos. White space doesn't have to be white. It can be a colored background or textured, as long as it doesn't hold elements of design or content. Without it, it's difficult to read, not enough emphasis is placed on what matters, and overcrowded visuals usually result in messages not reaching people. It increases the readability and makes it easily scannable. By leaving space around text and graphic elements, you not only create a hierarchy of those, but you can also put the main focus on the most important;

- **The rule of Thirds**

There are 9 fields, and the spots where the lines intersect indicate the prime focal areas within your design. Bringing an element closer to one of these intersections will allow it to stand out more, while objects that are further away will receive less attention. The rule of thirds grid is also one of the best tools to help you figure out how to use the asymmetrical balance to your advantage. Using a rule of thirds grid helps you maintain good balance while still keeping things asymmetrical;



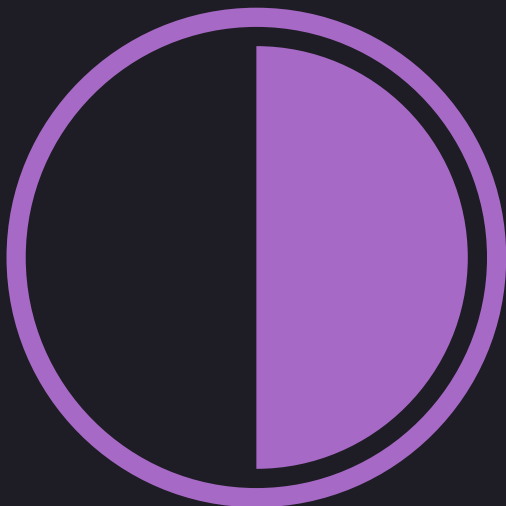


- **Hierarchy**

Visual hierarchy is a method of organizing design elements in order of importance. There is a set of principles that influence the order in which we notice what we see. Designers most often utilize the F pattern when composing websites, and other illustrations that rely heavily on text. Other way to use hierarchy is by size. Larger elements draw greater attention. They can be words or images, and they not only will be most noticeable, but they also will carry the strongest message;

- **Contrast (guide the viewer)**

Visual hierarchy is created through contrast. One way to create a contrast is by colors. Color can make special elements of your design pop out. The bolder the color, the more intention we give it. Dramatically contrasting colors can also emphasize specific elements than a spectrum on a more gentle scale. Mixing warm and cool colors can create depth, just like perspective;



- **Creative Fonts**

When it comes to creative fonts, we have to be careful. Don't use them for the main body text. Avoid using more than 2–3 fonts in your design. It helps in creating a visual diversity. there's no point in choosing two fonts that look identical. In fact, the more similar fonts are, the more likely they will clash.;

- **Avoiding using words instead of visual**

Amateurs and non-designers use too many words, too much text in their design. Stick with visual cues and just the essential elements.



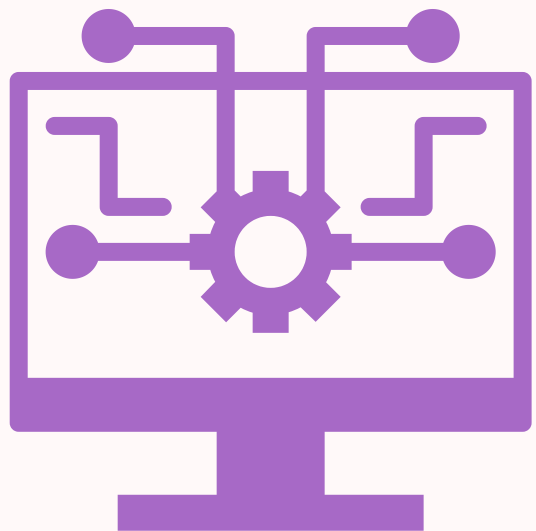
# DIFFERENT PLATFORMS AND SOFTWARE

There are a variety of platforms, softwares and applications available to help with marketing and the creation of different types of social media content. To make your design journey easier, here is an overview of the most popular ones to use.

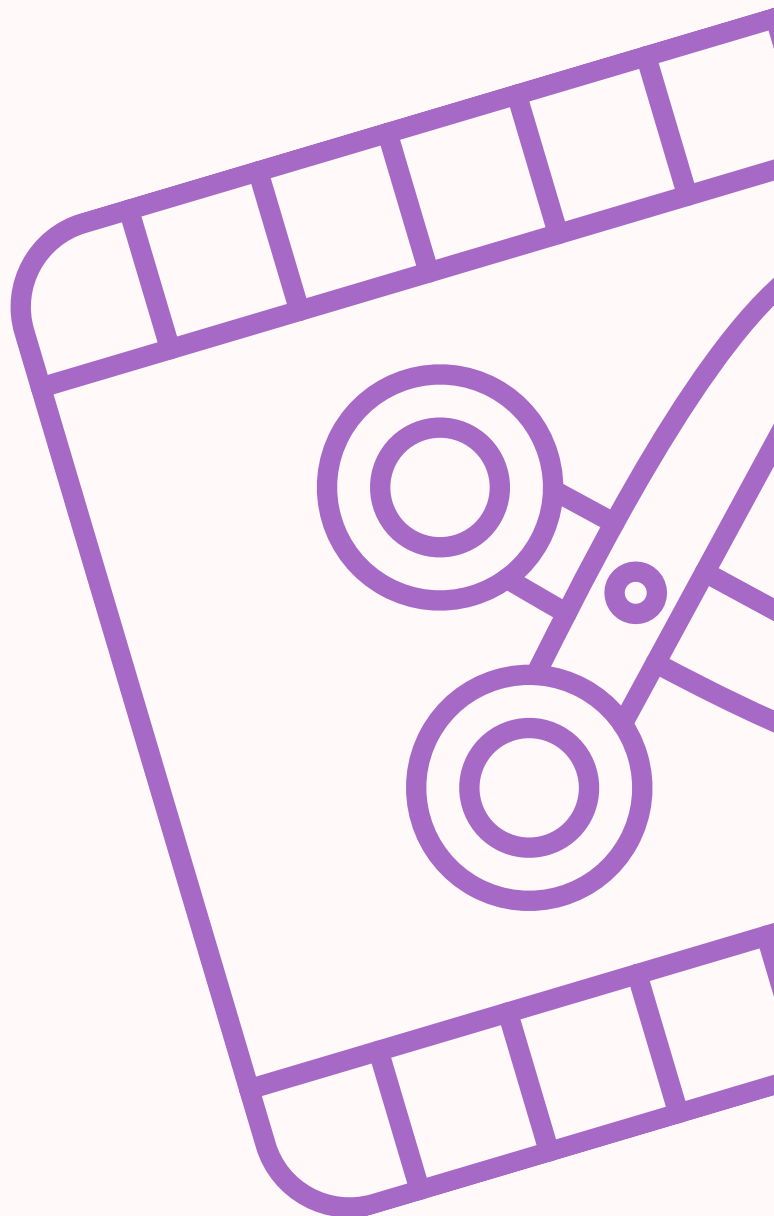
The Adobe Creative Cloud is a collection of software and services offered by Adobe Inc. Its users have access to a range of tools for graphic design, video editing, web development, and photography, as well as a selection of mobile apps and a few other cloud services. The top programs for creating various graphic designs and social media material are listed below.

- **Adobe Photoshop** is a graphics editor whose software has evolved into the norm for all of digital art. It is for editing photographs with pixels. With the help of editing tools, you may adjust the exposure, color balance, crop and align your images, modify the colors in your picture, clean up a person's face of flaws, or integrate many pictures into a single scene.
- **Adobe Illustrator** is a tool that enables you to express your creative ideas through shapes, colors, effects, and typography. You can easily create great designs for print, web, applications, videos, animations, and other media across desktop and mobile platforms.
- **Lightroom** enables you to edit a photo you're using without affecting the original file's integrity. The freedom of altering without erasing the original data will be advantageous while working with raw files. To take pictures that perfectly represent your vision, you can create photographs, modify the exposure, color, and more.
- **Indesign** software is often used to design and publish multi-page documents such as newspapers, books, magazines and so on. The tool allows to create grids and templates for a base layout for your design.
- **Canva** is a free program to create different prints and digital graphics easily. There are ready-made and ready-sized templates for any design you can imagine. You can choose the one you like and customize it to fit your needs!

- **Procreate** is used for digital drawing and editing of design work. Procreate is an app available for iPhones and Ipad.
- **Animoto** is a free teaching resource that educators, teachers, and students can use. It is easy to use, whether you're making polished videos with soundtracks or presentation slideshows with audio. To make the site even more user-friendly, it has templates. Making and sharing films with your class, parents, and others is simple. It works with almost any device because it is cloud-based and accessible through a browser. Even if you don't have a large budget or strong design skills, you may start making excellent films for your social media campaigns with Animoto;
- **Crello** is an online graphic design tool, comparable to Canva. The fact that Crello has more than 30,000 free design templates, 180 million pictures, 32,000 videos, and 15,000 graphics gives them an edge over Canva. You can assemble a team to make a design all together by inviting others (up to 10 people). You may create visualizations that contain animations, videos, and audios in addition to photos and images. The tool's incredible ease of use is its best feature. Without taking a course in graphic design, you can begin making attractive and professional graphics.
- **CapCut** is a mobile app for iOS and Android devices, specifically developed to compliment the basic video editing features of the famous social platform, TikTok. The app is free to use and promoted as a free TikTok editing app. CapCut as a video editor is not exactly unique, but it is easy to use and includes a big music library with exclusive copyrighted songs that you can use for your videos. It does not display any advertisements, which many users will consider a good thing.
- **SEMrush Content Marketing Platform** covers the complete content marketing workflow from ideation to creation, optimization and measurement. The platform aims to help an entire content marketing team to create and execute a data-informed content strategy based on their audience's needs.



- **StoryChief** is an editorial CMP that allows you to create and publish interactive articles across multiple channels at the same time. This means it is possible to publish an article simultaneously in channels such as Medium, WordPress, Shopify, etc. as well as in social media channels and Mailchimp. It is an especially useful platform if you want team members to collaborate and be able to review each other's work. When an article is created, users can get notifications that there is something new for them to review. By making the link to the article public, everyone can view the story in read-only mode.
- An inbound marketing platform called **HubSpot** provides a marketing center as well as tools for managing sales and customer service. While the sales hub enables you to properly maintain your contact lists and target customers, the marketing hub aids marketers in producing high-quality content. You can blog using the tools offered by HubSpot's marketing hub, which also offers assistance with social media, email, landing pages, marketing automation, and web analytics.
- **ContentCal** makes it quick and easy to manage your content marketing planning and processes. You can plan, process, collaborate, publish, and analyze your content using this flexible content marketing tool. Additionally, it contains built-in approval procedures to speed up the procedure and prevent bottlenecks. ContentCal is at its heart a visual calendar. It features a well-organized interface requiring little learning curve from the user. You will find nearly an hour of tutorial videos covering almost everything the platform has to offer.







# ***SOCIAL MEDIA PLATFORMS***



# SOCIAL MEDIA PLATFORMS

The Digital 2022 April Global Statshot Report found that there are 4.65 billion social media users on the planet. That's 58.7% of the global population, many of whom are using social media as a primary source of information. From news (and disinformation) to lifestyle tips, decision-making to product research, social media users can gather all the information they need, without ever leaving their platform of choice.

For marketers, these are more than just eye-catching numbers – they're potential customers. And if you have a proper social media strategy, they can become realized customers. Unfortunately, it's not just as easy as hanging out your shingle on Facebook and waiting for the business to come rolling in.

You have to have a strategy to raise brand awareness, connect with potential customers, and engage with your audience. And a key part of that is being in the right place. For example, if you're selling retirement homes, TikTok probably isn't the place for you, as 47.4% of users are under 30. Similarly, if you want to target native Chinese speakers, Facebook probably isn't the right platform for you, as it only has 3.3 million users in China.

## Facebook

Facebook is the largest social media site, with more than two billion people using it every month. It's easy to get started on Facebook because almost all content formats work great on Facebook — text, images, video content, and Stories.

## Youtube

YouTube is a video-sharing platform where users watch a billion hours of videos every day. Besides being the second largest social media site, YouTube is often called the second largest search engine after Google, its parent company.

## Instagram

As a visual platform, Instagram is the place for showcasing your products or services with photos or videos. On the app, you can share a wide range of content such as photos, videos, Stories, reels, live videos, and IGTV for longer-form videos.



## TikTok

TikTok allows users to create and share videos between 15 and 60 seconds long, and the app has a vast catalog of sound effects, music snippets, and filters to enhance the videos and make them more appealing. You can find videos relating to almost all interests, ranging from lip-syncs, dancing, and challenges to DIY tricks and make-up tutorials.

## Twitter

Twitter users love to post news, entertainment, sports, politics, and more. What makes Twitter different from most other social media sites is it strongly emphasizes real-time information — things happening and trending right now — and in just 280 characters.

## Reddit

Reddit, known for its popular upvoting feature, has been called the "front page of the internet," thanks to its mix of current events, celebrity "ask me anything" (AMA) events, and in-depth discussions of niche topics. Be aware, though, most subreddits do not allow self-promotion. The aim is to engage with members in the respective subreddits by asking and answering questions, sharing tips and resources, and participating in discussions.

## Telegram

Telegram is a free messaging app that works across multiple devices with no limits on media sizes. There are several ways brands can make use of Telegram, besides providing one-on-one customer support. For example, brands can create chatbots for the Telegram platform or make use of Telegram's channel feature to broadcast messages to up to 200,000 people.





# ***EVALUATING***



# ANALYSING METRICS

Plan and live. It generates a lot of stress to sit in front of the computer and say, "What shall I publish?"

**Measure:** What is not measured does not improve and what is not improved rots. At every moment of the project you have to have ONE key metric (Lean analytics) This could be for example the engagement rate, there are two ways to calculate it:

- **Number of followers/ interaction**  
- with this we can analyze the competition, it is useful to make a comparative analysis.
- **Number of people who have received the publication / interaction** - this is the real one, since only we have this data and there are people who will not have received it.

You can analyze by publication and by week, prepare reports so that the information flows through the project team.

## Why is it useful for?

- To understand better your project progression
- To analyze other projects or influencers you want to work with

**CAC - Client Acquisition Cost** measures how much an organization spends to acquire new customers.

CAC is the total cost of sales and marketing efforts, as well as property or equipment, needed to convince a customer to buy a product or service.

## How to calculate an engagement rate?

Engagement rate is calculated as the total number of interactions your content receives divided by your total number of followers, multiplied by 100%.

# WHERE TO LEARN MORE?

## YOUTUBE

Free Tutorials everywhere!

## FACEBOOK AND INSTAGRAM

There are several pages dedicated to design and content creating tips and tricks.

## UDEMY, SKILLSHARE AND COURSERA

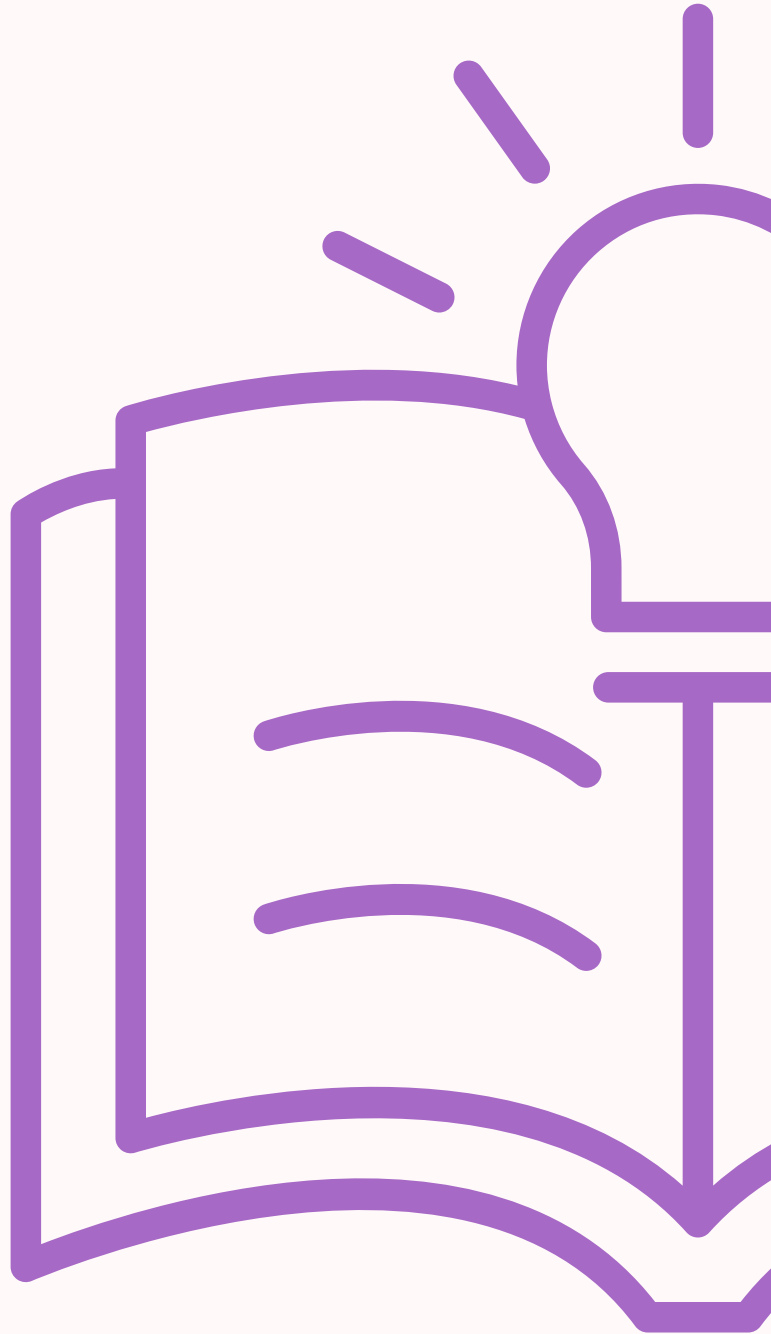
Talent based websites where you can learn from experts.

## UNIVERSITY BASED PLATFORMS (HARVARD, LSE, CAMBRIDGE)

Academic and formal databases to learn and with the possibility of certificate

**You can check the [link](https://docs.google.com/document/d/1_tvoEF-SahKEEWPPoG9PVa7zUN401t_v0LZpYNhG6Emw/edit?usp=sharing) for specific course advice**

[https://docs.google.com/document/d/1\\_tvoEF-SahKEEWPPoG9PVa7zUN401t\\_v0LZpYNhG6Emw/edit?usp=sharing](https://docs.google.com/document/d/1_tvoEF-SahKEEWPPoG9PVa7zUN401t_v0LZpYNhG6Emw/edit?usp=sharing)



# PROJECT INFO

**Project:** Connecting Youth Work

**Location:** Fundão, Portugal

**Coordinator:** Associação SELFMADE

**Local Partners:** Camara Municipal do Fundão, Youth Europe Store Fundão

**Key Action :** Learning Mobility for Individuals;

**Subsection :** Mobility of Youth Workers;

**Topic :** Social Media and Communication Management;

**Background :** NGO's need to develop their capacities about the correct and functional use of social media and produce new strategies, according to the results of the research "2017 Global NGO Online Technology Report".

## Project Objectives :

- To improve the knowledge and skills of 30 youth workers in **social media planning, analyzing the situation, communication strategy, determining a target audience, and preparing a work plan.**
- To improve the knowledge and skills of 30 youth workers in **social media platforms** within Facebook, Twitter, LinkedIn, Youtube, Buffer, and Hootsuite.
- To improve the **visual knowledge and skills of 30 youth workers** regarding infographic, Canva, and Movavi.
- To provide an environment of **equality and social participation** for participants with fewer opportunities.



# ERASMUS+

Erasmus+ is the EU program to support education, training, youth and sport in Europe.

For the period 2021-2027:

It has an estimated budget of 26.2 billion euros.

Particular emphasis on social inclusion, green and digital transitions, and fostering the participation of young people in democratic life.

Erasmus+ offers mobility and cooperation opportunities in:

## Key actions

- KA1 (Mobility For People)
- KA2 (Cooperation. For Institutions & Organisations)
- KA3 (Support to Policy Development and Cooperation)

## Areas

- Sport
- Youth
- School education (including early childhood care and education)
- Higher education
- Vocational education and training (VET)
- Adult education

## What should I do to submit an Erasmus+ application?

To present an Erasmus+ project, the applicant must follow four steps:

- Registration
- Check that the criteria of the Program for the action or the relevant area are fulfilled
- Check the financial conditions
- Fill in the application form and send it

## Links

- <https://erasmus-plus.ec.europa.eu/>
- <https://erasmusplus.ec.europa.eu/es/document/erasmus-programme-guide-2022>
- <https://erasmusplus.ec.europa.eu/programme-guide/part-b/key-action-1/accreditation-youth>



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Câmara Municipal



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