



Youth  
in Action

Do you organise "YiA" projects? Do you want your projects to be trendy&visible and communicate a clear message to public? Are you curious what DEOR means+ how can you use social media so that „The Show Goes ON!“ after the end of your project? Apply now!



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Training Course on  
SOCIAL MEDIA,  
COMMUNICATION  
STRATEGY and DEOR in  
Youth in Action Projects



## Full description:

An interactive and experiential 5-days residential training course for youth workers and project managers to learn how to use SOCIAL MEDIA for visibility, promotion and marketing of their projects, how to define the COMMUNICATION STRATEGY of their NGO/activities and how to put DEOR in practise for projects within YiA.

### TRAINING OBJECTIVES:

- \*To analyze and define (or re-define) the communication strategy of a project or NGO (mission, vision, values), and to use communication and creativity as a “project design skills”
- \* To give a better understanding and practical meaning to Visibility and DEOR (=dissemination and exploitation of results) What does DEOR mean in my project? How I can put DEOR in practise?
- \* To explore usage of Social Media for Visibility, DEOR and as a part of communication strategy
- \*To make practical communication, web 2.0 and DEOR activities during the training using real projects of participants as inspiration
- \* To share good practice among participants

### PROFILE OF PARTICIPANTS

The participants:

- Are willing and able to communicate in English.
- Have experience with youth projects (Youth in Action) and are from YiA program countries.
- Are curious about what SOCIAL MEDIA, COMMUNICATION STRATEGY and DEOR are and how they can use them in their your own organization/ activities
- Have basic knowledge of computer skills, browsers and interest in social media and computers
- Are willing to explore the use social media and engage in a creative process to give hands and feet to DEOR and visibility.
- Are willing and comitted to work individually BEFORE and AFTER the training course on their learning comittment. Individual work online outside the seminar as another key element of the training course.

**Methodology:** Group work, discussion, interactive workshops, exchange of experience, use of social media, creative process and experimentation in the training environment.



3 elements of our training are: SOCIAL MEDIA, COMMUNICATION STRATEGY and DEOR:

#### **SOCIAL MEDIA**

Social media and Web 2.0 have already become integrated into our daily lives (especially young people's lives) and are more widely adopted by companies and enterprises than one might think.

Youth workers, project managers, multipliers and other people active within the YiA could use the big potential of social media while working with young people and when developing project, even more in international settings.

There are many social media tools that could be integrated into a project: blogs, collaboration tools, social networks (Facebook, LinkedIn etc.), YouTube, Instant Messaging, Microblogs (Twitter), Podcasts and Vodcasts, Webinars, RSS, Wikis...

While in business and marketing usage of Web 2.0 tools is widely spread, we see a need to offer these tools within YiA to make projects more competitive, trendy, visible and sexy.

#### **COMMUNICATION STRATEGY**

Effective communication requires an effective strategy, accurate and consistent. To arrive at an operational plan is required in-depth knowledge of the project / organization, an analysis of the environment in which it operates and the target to which it is addressed, a careful design of the social and visual identity and finally a detailed planning of tools and the actions that you intend to pursue in order to spread the project / organization messages, products or results.

#### **DEOR**

DEOR stands for Dissemination and Exploitation Of Results. Within a Youth in Action context this means that you spread and encourage other people to use the results you obtained with your project. Imagine that you made a video about intercultural cooperation during your group exchange. DEORing would mean that you spread it on Facebook, Youtube and with your participants and that you encourage other people and organisations to use the video.



#### **Team:**

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Ivan Turatti – Italy - [www.ivanturatti.com/](http://www.ivanturatti.com/)

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