



Co-funded by the
Erasmus+ Programme
of the European Union

HANDBOOK ON TOOLS FOR SOCIAL VISIBILITY



ENJOY THE BIG GAME,
ENJOY SOCIAL WORK!



2020-2-BE05-KA105-003014

CONTENT

ABOUT PROJECT	3
ERASMUS+ & JINT	4
ONLINE TOOLS	5
OFFLINE TOOLS	9
PHOTO & VIDEO	13



Co-funded by the
Erasmus+ Programme
of the European Union



Due to the fact that Erasmus+ prioritisation focuses on youth workers, we came into idea of implementing the following TC with the goal of delivering knowledge to youth workers who come from organisations that work directly with young people on how to promote diversity, intercultural and inter-religious dialogue, media knowledge, critical thinking and youth initiative, and strengthens youth workers' expertise and gives them methods for professional development, including digital youth work, as key priorities of Erasmus+ programme.

ABOUT PROJECT



To implement the objectives of the Erasmus+ programme, including “the promotion of European values in accordance with Article 2 of the Treaty on the European Union”, this will be done through non-formal learning environment and digital tools, such as internet, social media, photo and video art. One of the main priorities of our TC will be to promote Erasmus+ programme as an engine for great initiatives with visible results. We also want to motivate participants to learn how to create productive ideas and implement them in their community, to share values under objectives of Erasmus+ as well as how to highlight their initiatives using digital tools.

Thus we decided to organize TC for youth workers, working in different fields of social issues, but most important - directly working with marginalized youth, promoting diversity, intercultural and interreligious dialogue, fundamental values such as freedom, tolerance and respect for human rights. TC will help them promote their activities, disseminate the results in a more attractive way for millennials and as a result – to make positive changes in society, engage more active young people in their work and bring attention of a wider public to the social issues of their local communities.

Some of the objectives of the project are:

- To create a platform of sharing and discussions between youth workers about promotional tools like: social media, photo, video, exhibitions, fairs, street actions etc. We will show participants in "live" format how to arrange and organise this tools;
- To highlight the role of digital skills as tool to fight youth unemployment;
- To develop basic digital skills using a creative approach towards the social media, art of photo and video activity by attending dynamic workshops and practical work.



Co-funded by the
Erasmus+ Programme
of the European Union



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

It has an estimated budget of €26.2 billion. This is nearly double the funding compared to its predecessor programme (2014-2020).

The 2021-2027 programme places a strong focus on social inclusion, the green and digital transitions, and promoting young people's participation in democratic life.

It supports priorities and activities set out in the European Education Area, Digital Education Action Plan and the European Skills Agenda.

The programme also

- supports the European Pillar of Social Rights
- implements the EU Youth Strategy 2019-2027
- develops the European dimension in sport



This Erasmus+ project was funded by JINT.

JINT is the National Agency for the Erasmus+: Youth in Action and the European Solidarity Corps programmes for the Flemish Community in Belgium.

Moreover, they act as a knowledge centre for international youth mobility, youth work and youth policy.

Find more: www.jint.be

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



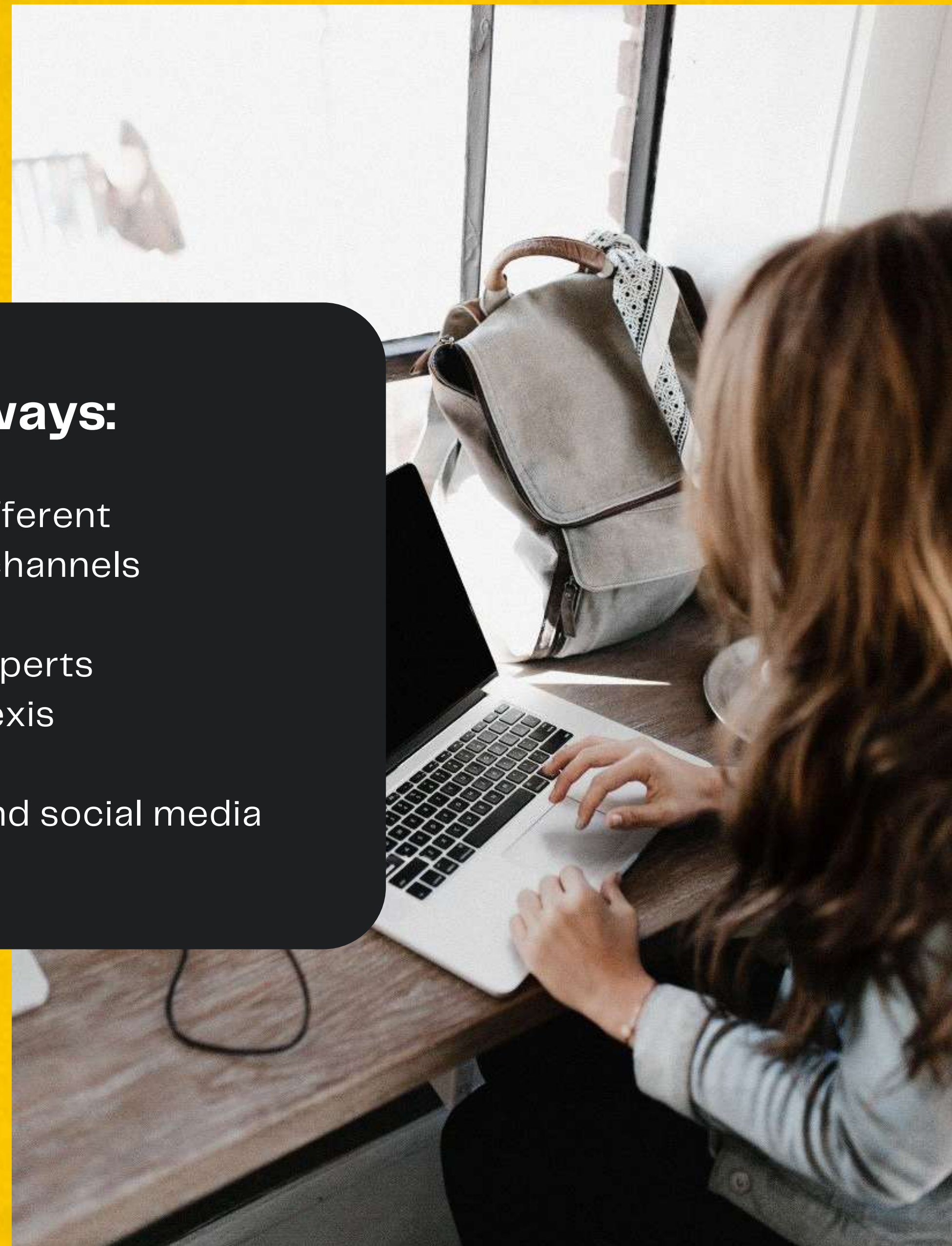
Co-funded by the
Erasmus+ Programme
of the European Union



Discovering tools for social visibility and platforms

Key takeaways:

- Exploring different platforms / channels
- Key findings
- Tips from experts
- Glossary / Lexis
- Examples
- New tools and social media plans



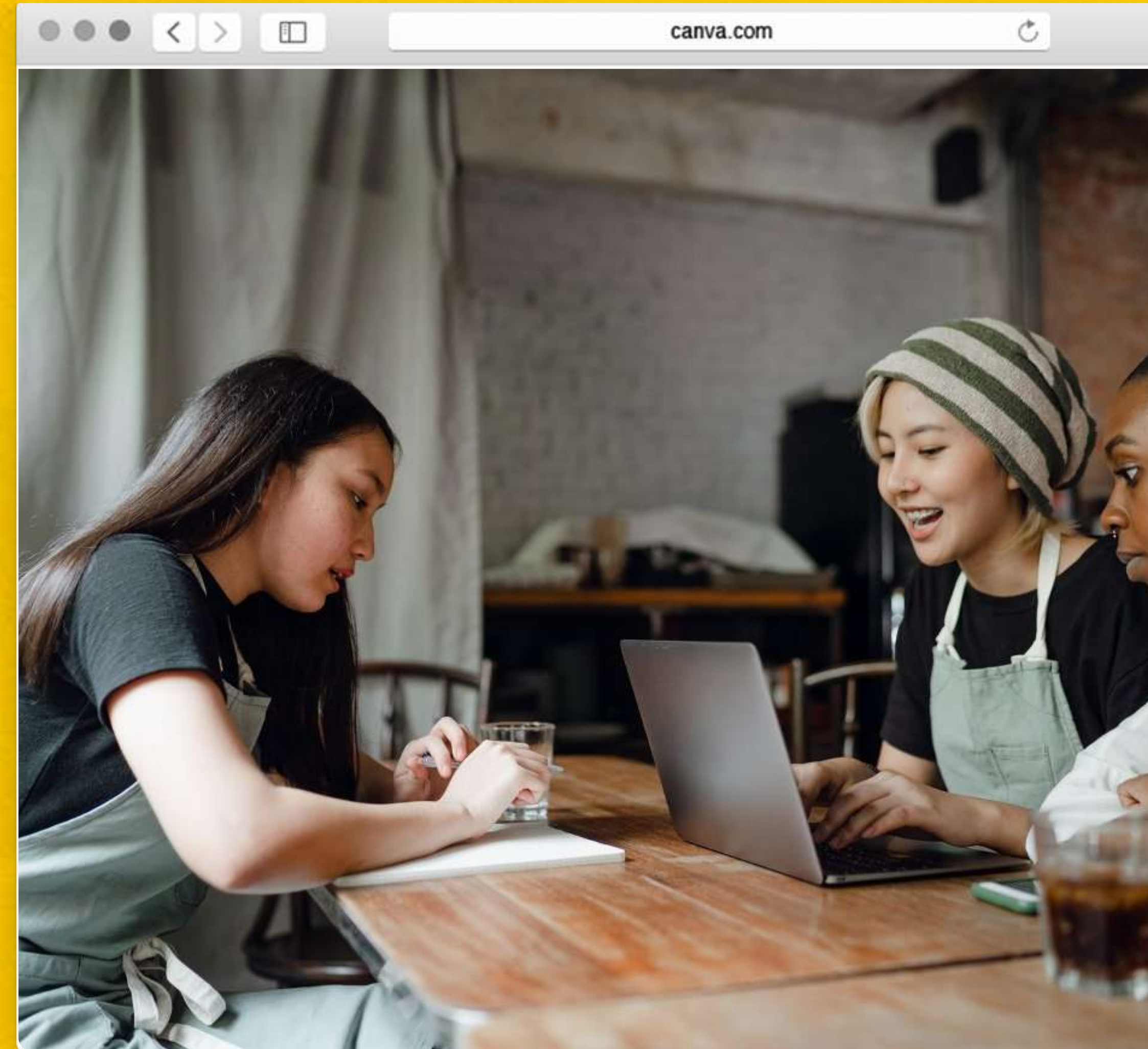
Making it big online

Why is social media promotion more and more relevant?

SMM complements the presence of the brand on the Internet and the presence of the website. Thus, the interaction of users with content is built on several sites at once and the promotion becomes complex.

Social networks make it possible to accurately segment the audience according to certain criteria and focus advertising communication on **groups of people with specific characteristics.**

Advertising and **communication with consumers on social platforms is less intrusive compared to other promotion channels.** There, the audience trusts the brand more, gives quick and visible feedback and actively shares content.



Where and how to start

**Create your
brand's/NGO/product/
etc. profile →**

It serves a variety of purposes,
making presentations powerful
tools for convincing and teaching.

**Present your
product or service in
socials →**

It serves a variety of purposes,
making presentations powerful
tools for convincing and teaching.

**Seek your
target audience →**

It serves a variety of purposes,
making presentations powerful
tools for convincing and teaching.

What happens offline

Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.

You can then organize them into your introduction, your main content, and your conclusion. Remember to keep your presentation easy-to-read.

What happens online

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever you're discussing.

You can then organize them into your introduction, your main content, and your conclusion.



Co-funded by the
Erasmus+ Programme
of the European Union

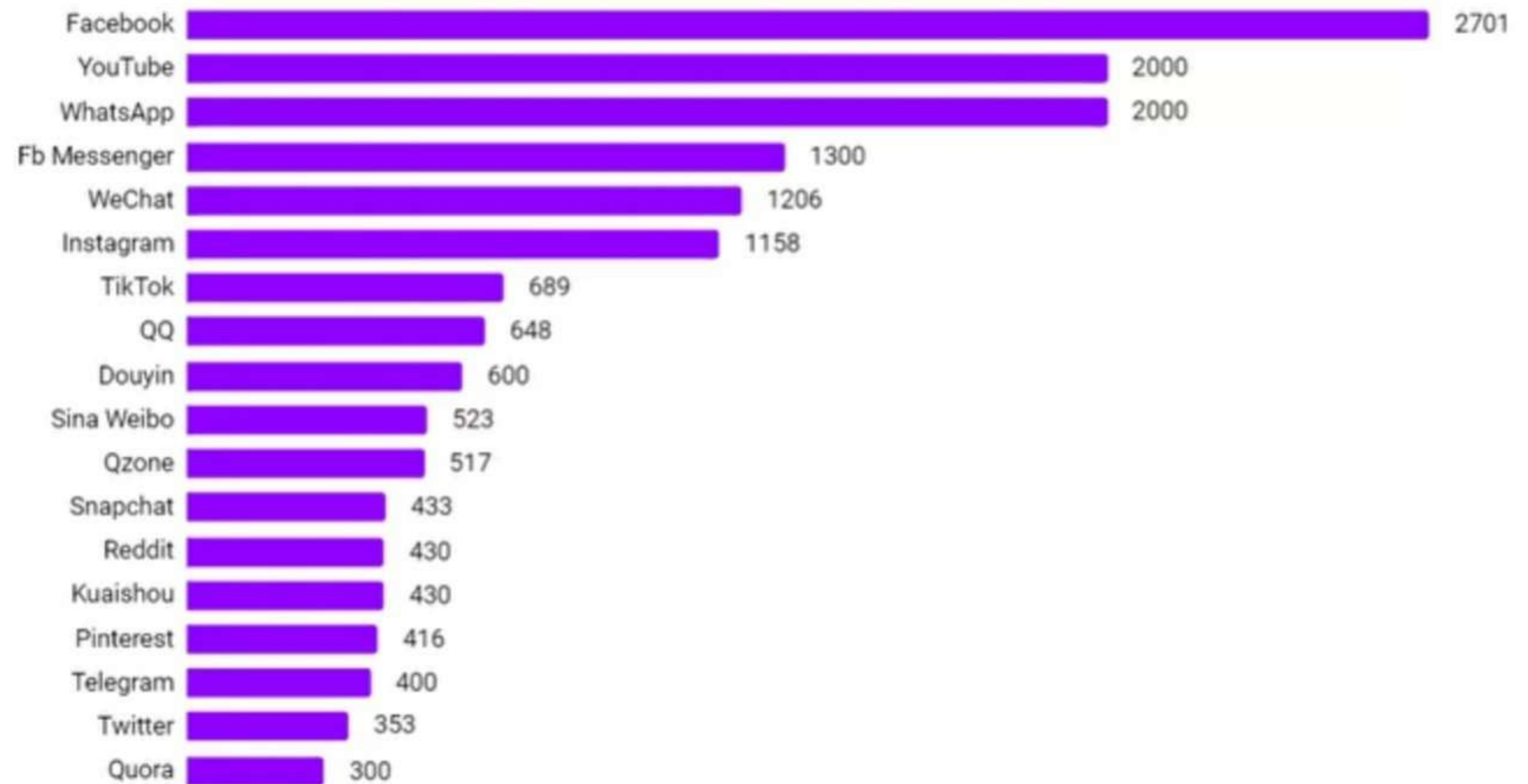
Top 18 Socials

**World followers count,
Billions everyday users**

Choose your platform or use any!

World followers count

MIL of users. Alternative: Hootsuite 2020



THE ART OF OFFLINE PROMOTION

METHODS

PRACTICES ~ PURPOSE ~ PROVE

MENTALITY

REACH ~ SPEECH ~ EACH

MATERIALS

DESIGN ~ MESSAGE ~ WORDS



Co-funded by the
Erasmus+ Programme
of the European Union

WHAT IS OFFLINE PROMOTION?

ETYMOLOGY

Offline = "Not controlled by or connected to a computer or network"

Promotion = "advancement, a moving forward"

PURPOSE

WHAT DO I WANT TO PROMOTE?
WHY DO I WANT TO PROMOTE IT?
WHO DO I NEED TO APPROACH?
HOW CAN PEOPLE RELATE TO IT?



Co-funded by the
Erasmus+ Programme
of the European Union

THE ART OF OFFLINE PROMOTION

PRACTICES

FLYERS
BOOKLETS
CONTESTS
COMMUNITY
VISIT CARDS

NETWORKING
PARTNERSHIPS
CAMPAIGNS
NEWSPAPERS
WORKSHOPS

PROVE

RESULTS OF EACH PRACTICE
FEEDBACK DO'S & DON'T'S
FOLLOW-UP PLAN
NEW CREATIVE IDEAS

REACH

TARGET AUDIENCE
INTERESTS & DESIRES
FACING PROBLEM
PROVIDING SOLUTION



Co-funded by the
Erasmus+ Programme
of the European Union

THE ART OF OFFLINE PROMOTION

SPEECH

PITCH
COMMUNICATE
EXAMPLES
RETURN

EACH

PERSONAL
RELATABLE
TRUE STORY
IMPACT

DESIGN

RELEVANT IMAGES
COLOURING
LOGO & SYMBOLS
CONTACT DETAILS
CALL-TO-ACTION

WORDS

I'M BLIND, PLEASE
HELP ME..

IT'S A BEAUTIFUL DAY,
BUT I CAN'T SEE IT..



Co-funded by the
Erasmus+ Programme
of the European Union

INTRODUCTION TO PHOTOGRAPHY



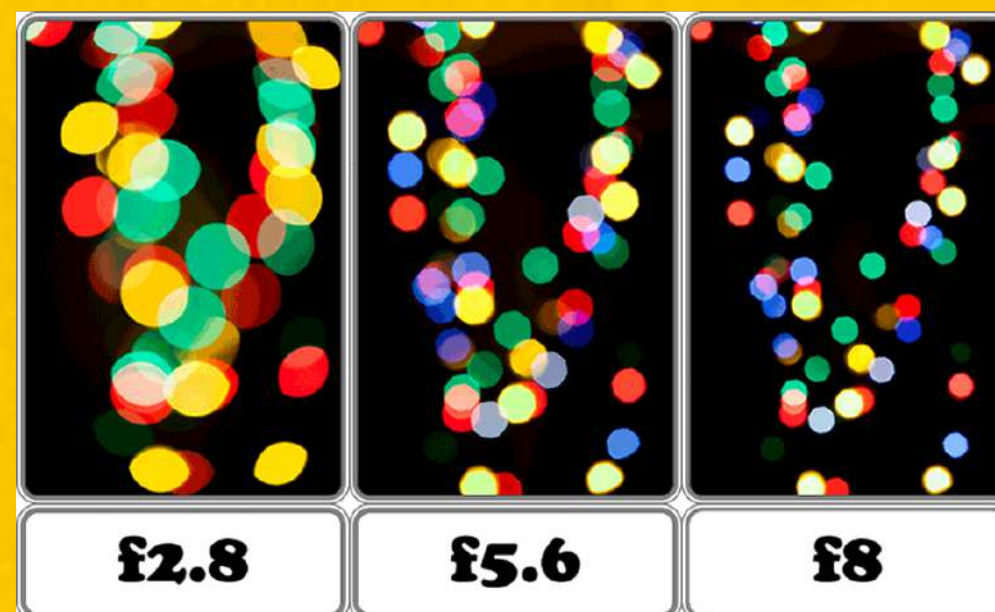
Focus is the adjustment of the distance setting on a lens to define the subject sharply. In a camera, this is effected by moving the lens bodily towards or away from the film or by moving the front part of the lens towards or away from the rear part, thus altering its focal length.



THERE ARE TWO TYPES OF FOCUS:

- manual
- autofocus.

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



f2.8

f5.6

f8

INTRODUCTION TO VIDEOGRAPHY



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

CAMERA CONSTRUCTION:

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



PHOTOGRAPHY IS BUILT ON THE THREE PILLARS OF EXPOSURE:

- Shutter speed
- Aperture
- Sensitivity

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

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

THERE ARE THREE TYPES OF LENS:

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



INTRODUCTION TO VIDEO MAKING



CINEMATOGRAPHY CONSISTS OF A NUMBER OF RELEVANT ELEMENTS SUCH AS:

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



PAY ATTENTION TO EDITING RULES WHILE CREATING YOUR MOVIE:

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

HOW TO DEVELOPE MOVIE IDEAS

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





Co-funded by the
Erasmus+ Programme
of the European Union

2021