



SOCIAL MEDIA WORKSHOP

for "STEP Forward Project"



MALAGA 3-12 MARCH 2018

SOCIAL MEDIA








what is

websites and applications that enable users to create and share content or to participate in social networking.

why

?

most used

       ...Do you know some more?

did you know

Facebook, the world's most popular media owner, creates no content.

SOCIAL MEDIA



Videos, Music, Photos



Written Content

MEDIA TOOLS FOR SOCIAL MEDIA

Inspiration:

Pinterest (easy) – create albums of pictures and messages on

Mindly (mobile – easy) – create visual mindmaps

Mindmeister (online – easy) – create mindmaps, a bit more structured and serious

Stumbleupon (online + mobile – easy) – discover interesting pages, photos and videos based on interests

Mindmapper – create mindmaps

Behance (easy) – online portfolios for professionals

Image editing:

Photoshop Fix – easy image retouching and restoration

Snapseed (easy and best) – mobile app to modify picture

VscoCam – mobile app to modify pictures

Instagram – photo sharing and socializing

Layout – creating photo collages

Fotor – online photo editor

Befunky – photo editing and collage

Pic monkey – photo editor

Gimp – image manipulation software for Windows

Pixelmator

Superimpose

Landscape

MEDIA TOOLS FOR SOCIAL MEDIA

Design:

Canva (easy) – online software for easy design on layers, with lots of templates

Wordswag – simple designs with text on top

Photoshop – photo manipulation, creating effects, creating artistic design

Lightroom – a bit more advanced, professional software – lots of settings – you can modify RAW photos, which means you can even change exposure

Illustrator – vector designs for logos and print or alternative Corel Draw

Indesign – creating templates for books, brochures, posters, print

Sketch Book Pro (intermediate-advanced) – drawing software

Deviantart – social platform for artsy creators

Picsart/ Pixabay

Flaticon – download icons and vectors for free

Freepik – download images and vectors for free

Inscape

Pixels

Video editing:

Adobe Premiere (intermediate level) – edit and cut videos

Adobe After Effects (advanced level) – create video animations

Sony Vegas (easy to intermediate level) – edit and cut videos

Boomerang – short looping videos

Pinnacle studio – video editing software and screen recording

Final cut – movie editing

Imovie- movie editing for Apple

Windows Movie Maker

Cinema 4D

MEDIA TOOLS FOR SOCIAL MEDIA

Enhance Productivity:

Todoist (easy) – task lists, easy to manage your priorities and your day
Wunderlist (easy) – to do list and tasks, reminders or Forest or Evernote
Google Calendar (easy) – reminders, calendar of events, day planning
Asana (intermediate) – track team work and manage projects
Slack (easy to intermediate) – communication, file sharing and storing for teams
Doodle (easy) – poll voting for meetings or options
Google Drive (easy) – file sharing
Wetransfer – file sharing, max 2 gb once
Dropbox – file sharing platform

Blogs:

Wordpress (easy) – setting up your own blog or website
Square space
Weebly – create a free website, store or blog
Tumblr – find and post things that you love

PDF upload and download:

PDF upload and download
Slideshare – discover and share infographics and presentations
Issu – digital publishing platform
Scribd – read books and audiobooks

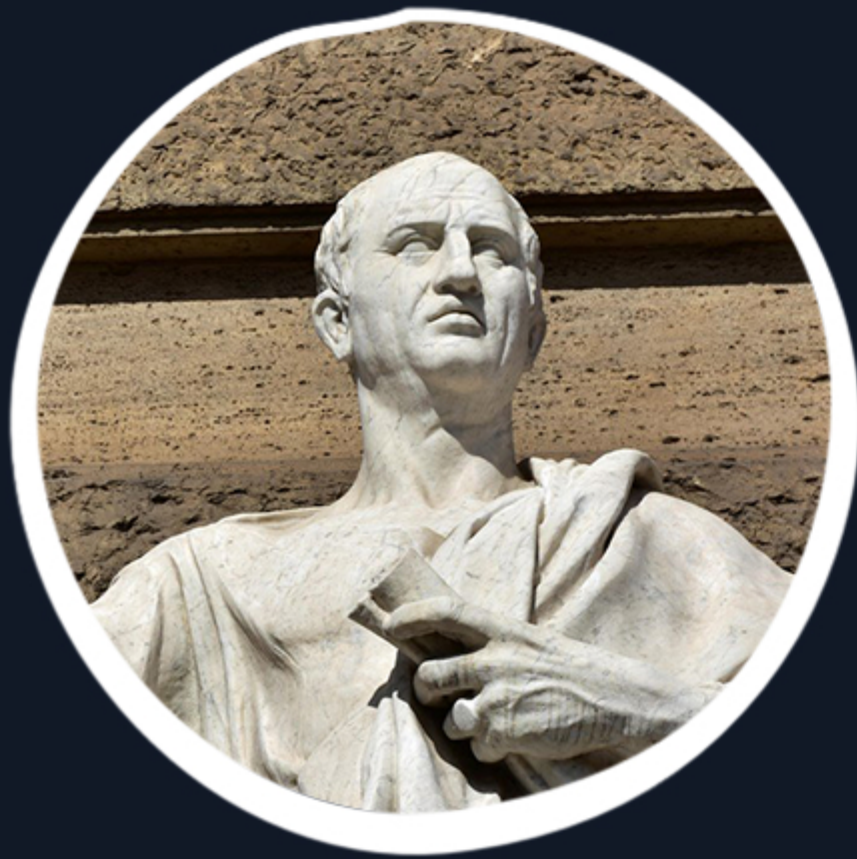
Creative CVs:

Resumebuilder – creative CVs, one template
Europass for EU format CVs / LinkedIn for professional social media
Piktochart – infographics or Canva

Saint Augustine

“Speak in a way that teaches, delights and moves.
Subdued things in a moderate style,
moderate things in a temperate style,
great things in a majestic style.”

- 1) Discover the truth.
- 2) Teach the truth.
- 3) Defend the truth.



Cicero

"If you wish to **persuade** me, you must **think my thoughts**, **feel my feelings** and **speak my words**."

Think their thoughts

- 1) If all you want is just change their thoughts, you can provoke antagonism, discomfort and suspicion.
- 2) Think this way "who are we", and not "who the speaker is".

Feel their feelings

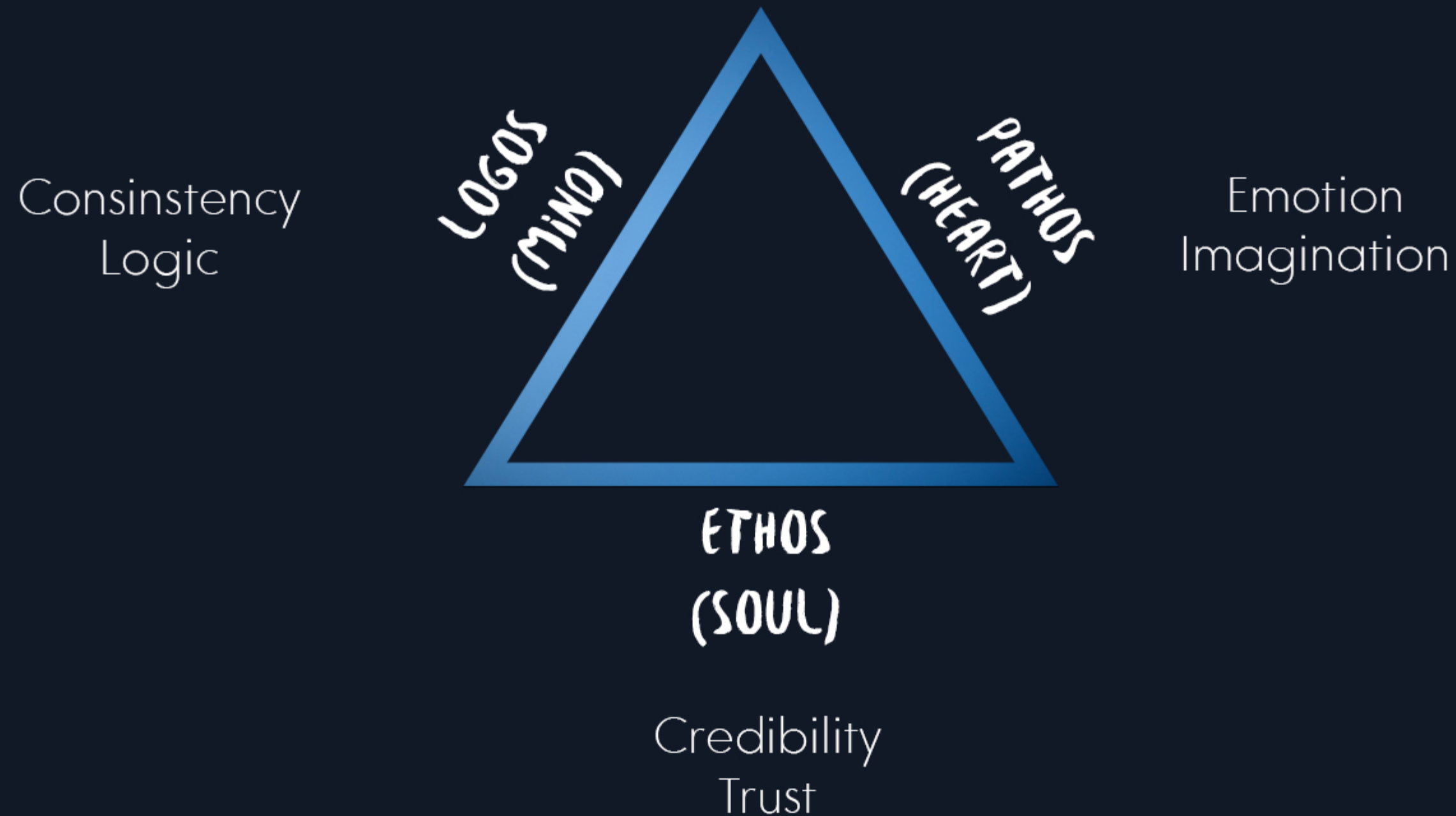
- 1) What feelings drive your listeners.
- 2) Is it fear for loss or hope for gain?
- 3) Can their comfort zone be challenged?

Speak their words

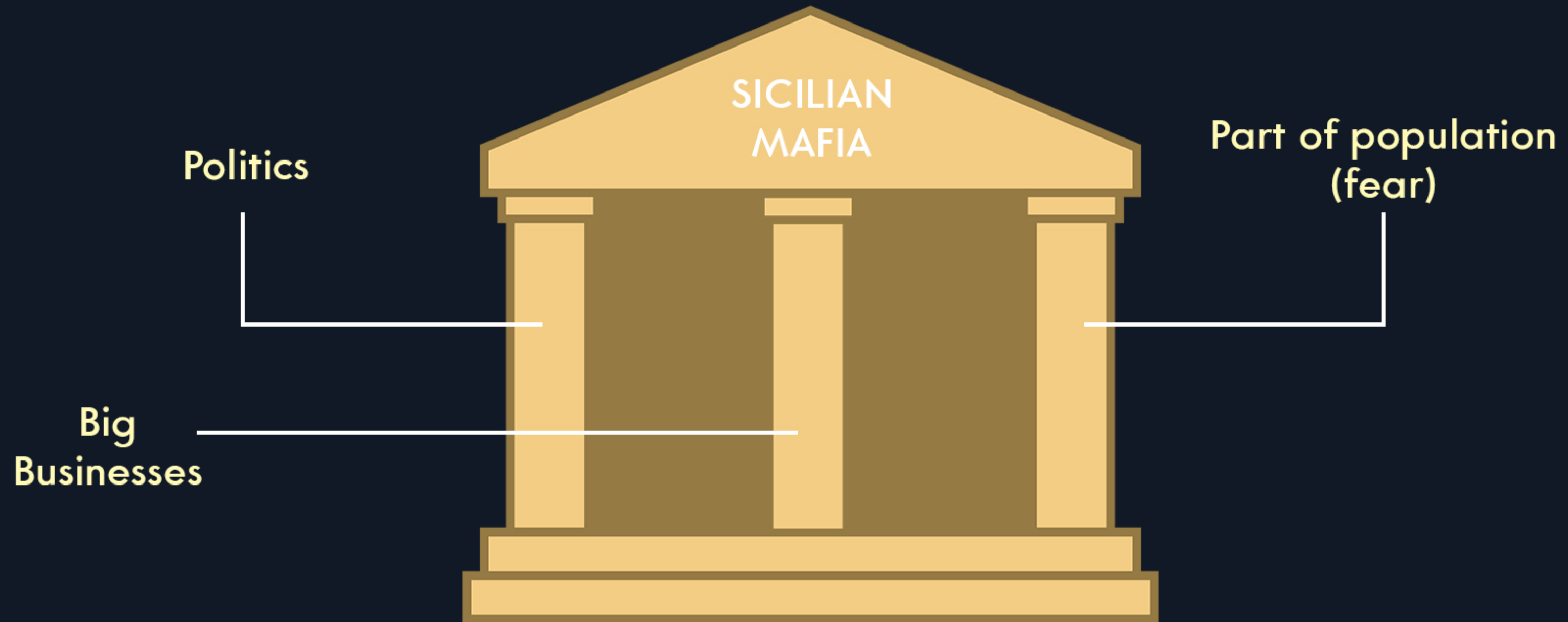
- 1) Are you talking down to them?
- 2) Are you talking over their heads?
- 3) Are you speaking professional jargon?
- 4) Trying to look smarter than you are?
- 5) Do you care about them in order for them to care about your ideas?

ARISTOTELES

THE PYRAMID OF PERSUASION



IDENTIFY THE PROBLEM AND THE PILLARS OF SUPPORT



In order to face the problem, we need to deal firstly with the pillars of support.

WHO WILL BE THE **ADMIRAL** OF YOUR **FLEET**?



STEPS FOR SUCCESSFUL SOCIAL MEDIA USE.

STEP 1: STRATEGY

- 1) Find a theme or a pattern
- 2) Do a SWOT analysis
- 3) Identify your target



STEP 2: PROFILE

- 1) Find a name
- 2) Find a username
- 3) About me

STEP 3: PROMOTE

- 1) Promote your account or your page in other social media channels
- 2) Link your other social media accounts

STEP 4: POSTING

- 1) Make a promoting plan
- 2) Post at the right time

STEP 5: COMPELLING CAPTIONS

- 1) Put the most important words up front
- 2) Ask questions
- 3) Use emojis

STEP 6: TAGS

- 1) Tag users
- 2) Tag locations

STEP 7: HASHTAGS

- 1) Use relevant hashtags to your theme and location
- 2) Create your **OWN** hashtag

STEP 8: ENGAGE

- 1) Engage with existing communities
- 2) Comment and like what other people post

LET'S HAVE A SMALL CHALLENGE!

- 1) Find an **issue** you want to face through social media and mention its **pillars of support**.
- 2) Write a **paragraph** about it and what **strategy** you will use against it.
- 3) What's your social media **fleet** and **admiral**?
- 4) Find your **name** and a **username** for your profile/page.
- 5) Draw a **profile picture** (and a cover).
- 6) Write a **description** for your page (about me).
- 7) Make your **first post**.
- 8) Define your **hashtags** for your page and for your first post.
- 9) Have fun!