Erasmus+

GENERAL DESCRIPTION OF THE BLOCK

DIGITAL AND ADMINISTRATION SKILLS

Digital and administration skills (11)

DESCRIPTION:
Digital and administration skills (working with media, social networks) will allow members of the Youth Parliament (YP) or Youth Council (YC) to work in the online space, create online campaigns. Young people will be able to use the information obtained in the Internet space for the purposes of YP and YC activities. The use of modern technologies, creativity, innovation and critical thinking, the ability to use data and services from the Internet will bring benefit to YP's activities.

KNOWLEDGE:
● Knows the basic principles of working with the media and their possibilities.
● Is oriented in the online space and the media system.
● Knows the basic principles of campaigns, information meetings and press releases.

SKILLS:
● Can communicate via social networks
● Can process information on the Internet, FB, Instagram

ATTITUDE:
● Critically thinks and analyzes media messages.
● Takes into account the mission of the Youth Parliament (YP) or the Youth Council (YC) when using media and working on the Internet

GOALS OF THE BLOCK (What specifically do we want to achieve with the block)	**Preparation of YC/YP members for use media in their work by:** ● getting to know important features of a good website, ● gaining by them knowledge about organizations and services important for the operation of YC/YP, ● gaining by them knowledge about the mechanisms increasing the reach of the website on the Internet, ● learning about the possibility of using visual elements in social media, ● developing the ability to critically analyze information from the Internet, ● developing the ability to select/formulate the most important information about YC/YP, ● learning useful tools for working on the Internet, ● learning the principles of creating press releases.
MATERIAL (that will be necessary to prepare the block)	- computers/tablets/phones with internet connection - 1 per 2-3 people - large photos from newspapers stuck on A4 sheets - the number of photos is equal to the number of participants, each is different - A4 paper - a pen for each participant - a hard writing pad for each participant or tables where everyone can sit - flipchart + felt-tip pens - computer with a projector - Reference Material No 1: A list of recommendations that increase the chances of finding our articles on the Internet - Reference Material No 2: 10 rules for press releases

LENGTH IN MINUTES (how much time will be necessary for the block)	40 + 30 + 35 + 30 = 135 minut
SUMMARY (list od individual activities)	• Website analysis • Message analysis • What do we want to talk about? - individual task • Critical analysis of the message • How to increase the reach of a website

Block 1.

A clear description of each activity so that whichever instructor who looks at the finished block knows how to train others according to it.

~ 40 min.	Websites useful for YC/YP- features of a good website
Goal	• getting to know important features of a good website, • knowledge about organizations and services important for the operation of YC/YP,
Materials/preparation	Computer/ tablet/ phone with Internet connection - min. 4 pieces (2 for each group)

Activity	**Website analysis**
	
	The facilitator divides the participants into two groups, gives them tasks and sets 20 minutes. for their implementation:
	
	Group no. 1 - task: finding websites of 3-5 civic organizations working for children and youth on the Internet.
	
	Group No. 2 - task: Internet search for 3-5 websites of companies offering services useful in YC/YP's work.
	
	Each group should answer questions about each of the pages presented:
	
	    - What is the mission/goals of the organization/service company and how did they know it?
	
	    - Is the information on the website consistent with the declared mission/purpose (if found)?
	
	    - What could an organization/service company help them with, and did they find this information easily?

Websites useful for YC/YP- features of a good website

~ 40 min.	Websites useful for YC/YP- features of a good website
Activity	**After 20 min. groups present conclusions:** - What pages did they find and what information useful for YC/YP they managed to find? - Was it easy to find information about the mission/purpose of the service organization/company? Why? - Was the website consistent with the mission/purpose of the organization/service company? **During the presentation, the tutor writes down the most important conclusions on a flipchart in 2 columns:** - What makes it easy to find important information? - What to do to make the website consistent with the purpose/mission of the organization?
Summary	Brief summary by the facilitator: it is important to remember about the mission of the organization and the purpose of the website when designing and building a website - remembering for whom and for what it is to be used.

Creating a message, critical analysis

~ 30 min	Creating a message, critical analysis
Goal	• learning about the possibility of using visual elements in social media, • developing the ability to critically analyze information from the Internet,
Materials/preparation	• large photos from newspapers stuck on A4 sheets - the number of photos is equal to the number of participants, each is different • A4 paper • a pen for each participant • a hard writing pad for each participant or tables where everyone can sit
Activity	**Critical analysis of the message** Participants sit in a circle at the tables or each with a writing pad/A4 block of paper in front of them. Everyone gets one photo from the magazine. The task of each participant is to add a comment under the photo or on the back of the sheet that could be used by him/her in social media under this photo. After writing a comment, participants give each other cards with photos clockwise. Under the next photo, they write their comment and so on until they return to the picture from which they started to pass on. After reading the comments on "their" photos, participants share their impressions - were the comments very different? Or was the photo selected differently and the comments changed its meaning?

Creating a message, critical analysis

~ 30 min	Creating a message, critical analysis
Summary	**The facilitator will explain** how the photo published on social media can be commented on, captioned or used otherwise. Draws attention to factors that may cause the image to be read inconsistently with the assumptions of the person publishing the photo. They draw attention to the need for a critical analysis of verbal and visual messages that we find on the Internet.

Writing texts, building websites – providing information on the Internet in an efficient manner

~ 35 min	Writing texts, building websites – providing information on the Internet in an efficient manner
Goal	- gaining by them knowledge about the mechanisms increasing the reach of the website on the Internet, - developing the ability to select the most important information about YC/YP,
Materials/preparation	A4 paper – one sheet per participant Pen for each participant Reference Material No 1: A list of recommendations that increase the chances of finding our articles on the Internet computer with Internet access Projector Flipchart + felt-tip pens
Activity	**What do we want to talk about? - individual task** The facilitator provides the participants with the content of the individual task: **You have 3 minutes to present the necessary information about the organization – YP/YC (elevator method, speed date, escalator) so that the message attracts the listener!** Prepare for this task: write down the basic information on an A4 sheet, and then select (highlight it) the information that needs to sound out. Tell them to yourself - are you on time? **Summary:** participants compare their records - we check what information about YC/YP was considered the most important - The facilitator writes them out on a flipchart. What picture of YC/YP is created? Does everyone agree with this selection of information?

Writing texts, building websites – providing information on the Internet in an efficient manner

~ 35 min	Writing texts, building websites – providing information on the Internet in an efficient manner

Activity	**How to increase the reach of a website**
	At the beginning, the facilitator may ask the participants 2 questions (which of the participants will answer most accurately, may receive a prize):
	  - How many websites are there worldwide? (over 1.5 billion)
	  - How many blog entries/articles are created every day? (over 2 million)
	
	Facilitator's comment: if we do not want our site to be lost in the ocean of sites, we have to follow certain rules.
	An important element is the so-called SEO - search engine optimization (website positioning).
	Our website and the articles placed on it must meet certain standards in order for search engines to capture and display them in search results when one enters keywords.
	The facilitator places a list of recommendations on a flipchart (or displays on the screen) - which increases the searchability of our articles (Reference material No. 1) and discusses them.
	
	Discussion - What are the keywords for YC/YP and make YC/YP stand out? - The facilitator writes down the suggestions on a flipchart. Participants vote by e.g., by assigning 3 points between these proposals.

Summary	**The facilitator then opens a website (e.g., https: //ec.europa.eu/programmes/erasmus-plus/about_en) and discusses the list of recommendations with the participants explaining each one.**

Running a campaign

~ 30 min	Running a campaign, information meetings, preparing press releases, communication with the media
Goal	• learning useful tools for working on the Internet, • learning the principles of creating press releases.
Materials/preparation	• 10 rules for press releases (Reference Material No 2) • Computer with Internet access – one for every 2-3 participants • projector
Activity	**Basic tools for online work** A. The facilitator presents the participants with various online systems in which they can create: B. questionnaires/surveys (Google forms - practical test) C. blogs (registration, preparation), D. podcasts. **After presenting each of the tools, t**he facilitator leaves time to work on them in small groups (2-3 people) with computers to learn about the tool and work out a trial product, e.g., a questionnaire examining the opinions of users of the YC/YP website; first information on the blog, which is to cover YC/YP activities, etc.

Running a campaign

~ 30 min	Running a campaign, information meetings, preparing press releases, communication with the media
Activity	Press Release The facilitator divides the participants into 2 groups: Group 1 is tasked with writing the 5 most important principles of good press releases, drawing on their own experience. Group 2 is to write a press release about the ongoing training. Then Group 1 presents the result of their work, and the facilitator completes/corrects the rules for writing press releases. Then Group 2 presents the prepared press release, and the participants and the facilitator compare it with the rules displayed on the screen.
Summary	• **The facilitator summarizes the session: points out that the knowledge of online work tools and the ability to use them is one thing, and reflection on what, to whom and how we want to communicate to achieve the set goal - is the second group of skills. While in the first one we can support ourselves with specialists, no one will replace the members of YC/YP in reflecting on what they want to convey.**

REFERENCE MATERIALS

Reference Material No 1

A list of recommendations that increase the chances of searching for our articles

(source: neopublic.sk)

Keywords
Internet users search for information based on keywords, and Google provides results based on them. Therefore, you should use those that we consider essential to inform people about our mission and activities. Avoid using a large number of keywords in your text. Keywords should be placed at the top of the text, not at the end. Few people read the text to the end and also Google shows the search results from the beginning of the text.

Lead
Concentrate on the first 250 words - these are the most important words for users and the search engine. If you don't pay attention to this part, you've missed an opportunity.

REFERENCE MATERIALS

Reference Material No 1

A list of recommendations that increase the chances of searching for our articles

(source: neopublic.sk)

Heading
It should be max. 50-60 characters. From a SEO point of view, this is the most important part of the text, so it should contain the keyword and describe what the article is about. It should also be written so that people want to click on it. In construction it is referred to as H1.

Subheadings
In the structure they are called H2, H3 ... They give the text a logical structure. They help Google better understand the text hierarchy.

Article length
The length of the article is also an important factor - it should not be too short or too long. It is important that it covers the topic, but that it does not bore the reader unnecessarily. Its range should be between 1,800 and 5,400 characters.

REFERENCE MATERIALS

Reference Material No 1

A list of recommendations that increase the chances of searching for our articles

(source: neopublic.sk)

Text
Sentences should be short. It would be ideal to imagine that we are reading a text on a mobile phone. It should be broken into paragraphs to make it easier to read. Bold the most important parts. Importantly, it should be easy to read for journalists and regular readers alike.

Paragraphs
Paragraph length cannot exceed 150 words. It should not be more than 5 lines long.

Cross-references
In the article, it is good to put links to our other content on the Internet (on the website) through internal links. There should be 3-4 of them. Links are important to Google because the search engine records what they refer to. For example, if internal links often lead to a single article or subpage, Google considers that article higher in the hierarchy. It is also positive to link to other sites. If you are creating a referral link from your website, the text it leads to should be related to the keywords in the target article.

REFERENCE MATERIALS

Reference Material No 1

A list of recommendations that increase the chances of searching for our articles

(source: neopublic.sk)

Images
This is not mandatory, but it is recommended that your site includes at least one photo, illustration, or a graph. It's best to take pictures yourself as you create new and original content. You can also use free or paid photo banks (Pixabay, Pexels, Unsplash…). Remember that many websites use these free images, so it is almost certain that they have already been used and will not be very important to SEO (Search Engine Optimization) - the website positioning process.

Call To Action (CTA) Elements
These are elements that call for some action, e.g., purchase, vote, sign-up. If you already have a reader on your website, it's worth taking advantage of. You can use call-to-action (CTA) elements to direct readers where it is important to your organization, e.g., follow our FB page, see the flyer, log in, order, etc.

REFERENCE MATERIALS

Reference Material No 1

A list of recommendations that increase the chances of searching for our articles

(source: neopublic.sk)

User Experience
Think about it, make people happy to read your article so that they can learn something from it. Design your site graphically, thematically, and visually so that the reader leaves with good emotions. If you can do this, chances are good that the user will come back to you.

How often to post
Publishing multiple articles at once is not a good strategy. While you have an event with multiple results, avoid posting it to the internet immediately. It is ideal to post your articles at regular intervals.

Uniqueness
Never copy content from others. Google doesn't like duplicates. Google appreciates uniqueness. This is a good thing about them because it supports the creation of high-quality content on the web, and that's what we want.

REFERENCE MATERIALS

Reference Material No 2

11 rules for press releases
(source: https://www.startupdonut.co.uk/)

Be brief.
The ideal message
is no more than
one A4 page.

**Use an
interesting title.**

**Enter the date
of the press
release.**

**Provide the most
important
information in
the first
paragraph.**

REFERENCE MATERIALS

Reference Material No 2

11 rules for press releases
(source: https://www.startupdonut.co.uk/)

Include a succinct quote.

Define the profile/background.

Make a note at the end of the report that briefly describes your organization and activities.

Attach a photo. Do not put it directly in the text, but rather as a separate attachment.

REFERENCE MATERIALS

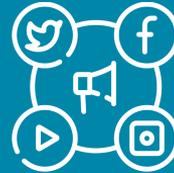**Reference Material No 2**

11 rules for press releases
(source: https://www.startupdonut.co.uk/)

Avoid grammatical and spelling mistakes.

Send an e-mail to the selected contacts.

Remember that press releases can be modified by the media.