



Info Session

Let's Digitalise Youth Organisations

Erasmus+ training course in Kaunas

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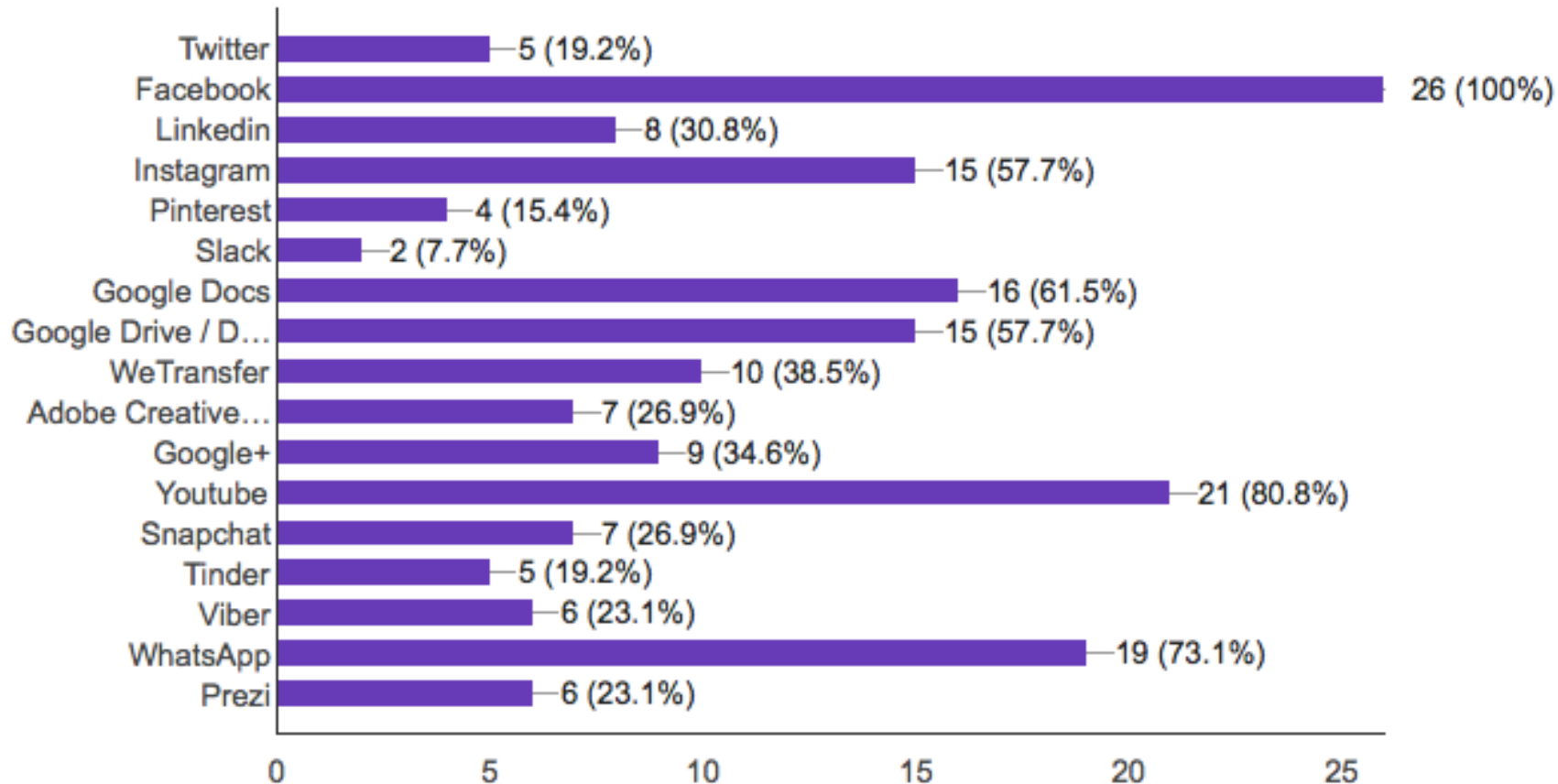
Sample (24 participants)

- ▶ Median age: **24**
- ▶ **50%** males / **50%** females
 - ▶ Almost everyone participated in youth exchanges / training courses before
 - ▶ Most of you are members of youth organisations (AIESEC, student unions, etc.)
- ▶ Self-grade for knowledge on digital tools: **5.8 average; most 7 - 8(30.8) %**
- ▶ Hours spent on a digital device: **from 0.5 to 12 hours per day. 6 hours on average for the whole group**

Shortly share your previous know-how

- ▶ Arkadiusz - Prezi; Moodle
- ▶ Martyna - Adobe presentations; promo movies creation
- ▶ Kamila - Podio
- ▶ Magdalena - Blogging, Google Hangouts
- ▶ Aleksandra - snapchat for an organisation
- ▶ Enza - photoshop
- ▶ Aistis - SEO, Social Media Marketing, Paid Traffic, Website development
- ▶ Berila - working in software industry
- ▶ Rencsik - online marketer at an ad agency

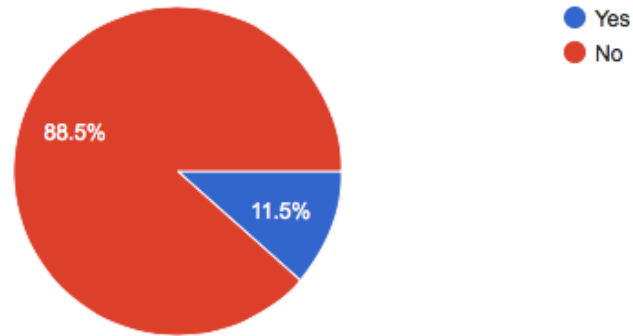
Results: your usage of digital tools



► *During the project we'll work with most of them*

Games connecting virtual & real worlds:

Do you play Pokemon Go? (26 responses)



► **Other platforms to connect virtual & real worlds according to you:**

Vk.com, Activity apps, Dribbling games, Action-bound, 2048, One.lt, Farmville, Skype, The Sims, Snapchat, Oculus, Survival, Ultime Tennis.

Share how?

Facebook / Google Ads

- ▶ Only 4 of you used them previously - *maybe you can share your knowledge shortly?*
- ▶ Key characteristics of their usage (according to you):
 - Targeting specific audiences and paying per click
 - Promoting posts to reach wider audiences (FB ads)
 - Targeting each of you according to websites you visited previously / pages liked

We'll learn more about it during the project!

Energizers & reflections with digital tools:

Your answers:

- ▶ **Energizers:** Kinect dancing, Quizzes, JustDance Mobile App, Action-bound, Treasure hunt, Selfies, Find a person from Facebook, Make videos, Playing music for dancing, Karaoke energizers, virtual reality glasses, video games, etc.
- ▶ **Reflections:** Google forms, surveys, Questionnaires, Reports with special app, Online feedback form, Comments, Posts, Private messages

We may use them during the project!

Snapchat / Instagram / Pinterest for youth organisations

► Your ideas:

- Posting videos, pictures, news in order to promote the association,
- Make contests
- Constantly communicating with those who are interested in the youth organisation's activities
- Advertising to find more active youth
- Advertising in real time what are your actions.
- Making some games with “indicative tasks”
- And many more...

Photoshop Lightroom

- ▶ About 30% of you knew what it is - *share your knowledge!*
- ▶ Your ideas about it: Photo editing, Creating visuals, create ads.. or .. for most of you - no idea at all:)
- ▶ Really: photo processor and image organizer, which you'll learn how to use during the project

Possible ways to create a website / blog

- ▶ Your answers: Wix, wordpress, Ucoz, Twitter, Live-journal, blogspot, Tumblr, online builders, various CMS

Share your knowledge with others?

We'll learn how to do it during the project (with Wordpress / Wix)

What is Salto-Youth Online Platform?

- ▶ Your answers: Erasmus+ projects, Exchange tools, Information about Erasmus+ opportunities, Promoting Erasmus+ projects, Managing Training courses, etc.

True! But also much more than that!

We'll learn how to use it during the project

Other tools that we'll talk about

- ▶ **Cloud service providers** such as: Google, Dropbox, Amazon, iCloud, Windows clouds, Sky-drive, Wetransfer, Date-bank, softLAYER,
- ▶ **Virtual conference set-up ways** such as: Skype, Google Hangouts, Facebook, Youtube live, Adobe connect
- ▶ **Movie making programmes** such as: Movie Maker, AAE, Vegas Camtasia, Premier, iMovie, Final Cut Pro

Steps to make an organisation visible online?

- ▶ **Your top answers:**
- ▶ Creating Facebook fan page (and other social media channels), website / blog, as well as running Google / Facebook Ads

All of these could be a great start!

During the project you'll put hands on experience on running digital marketing campaigns for youth organisations

Let's Get to Work!

Task: Digital Communication Plan

- ▶ Imagine that you are running a Youth Organization in one of the following situations (next slide)
- ▶ Your organization wants to prepare a conference and your goal is to make it popular among young people
- ▶ You can use all the tools that are available in the mentioned situation, but you need to remember about the local background

Situations:

- ▶ China -> conference "**Democracy, dialogue and free media**"
- ▶ Muslim world (e.g. Afghanistan) -> conference "**Women's rights**"
- ▶ Russia -> conference "**Freedom of Ukraine**"
- ▶ Turkey -> conference "**Human rights of Kurdish minority in Turkey**"

You can prepare:

- ▶ A **poster** with the description of your strategy, which will focus on how to make the conference visible (e.g. create the name for facebook group/page and tags, motto etc.)
- ▶ A **short play**, where you will show a situation relevant to the topic (e.g. imagine that you need to convince somebody from different background that it's worth to go to this conference or that you are a host of this conference giving opening speech).

Use your creativity and imagination

Time for the Task

- ▶ 25 minutes - Preparation
- ▶ 5 minutes / group - Presentation
- ▶ 10 minutes - Discussion

Good luck!

After the Break:

**Results of social media country competition
(successes & failures)**

Your time to shine!