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# «Social Network Workshop»

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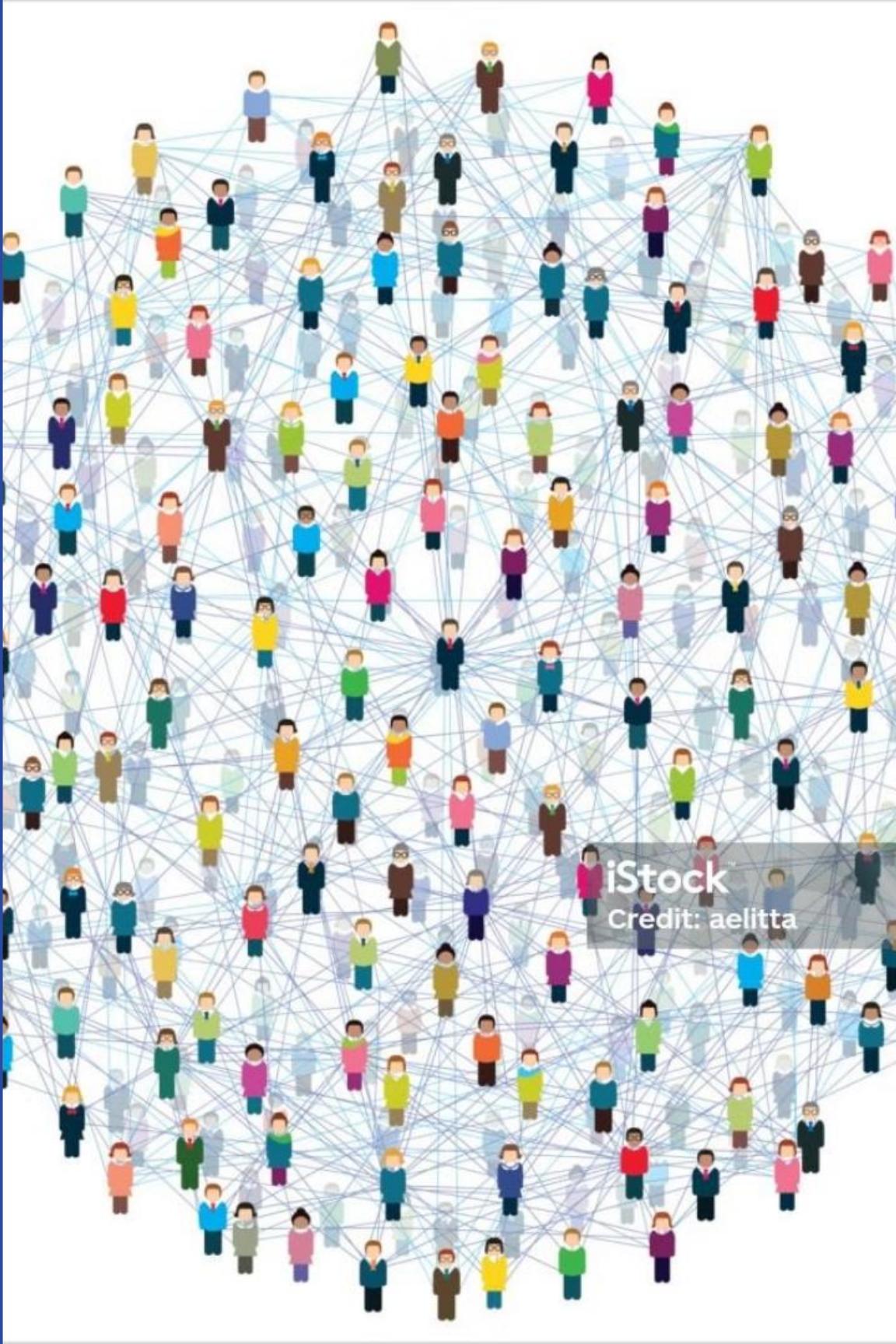


CEIPES



# Introducing social networks

Social networks are online platforms that let people connect, share content, and interact with each other. They've become essential tools for communication and digital marketing, offering tons of opportunities for businesses and projects.



# Social media implementation strategies

1. Define clear and measurable **goals** to achieve on social networks
2. Identify the **social media channels** best suited to your project and your target audience.
3. Create an **editorial plan** with valuable content that is consistent with the brand.
4. Establish a regular and consistent **posting frequency** on social media.
5. Engage **influencers** and brand **ambassadors** for your project.
6. Monitor **metrics** and analyze data to improve strategy.

# Social media dissemination tools

1. Regular posts on **profiles** on major social networks (Facebook, Instagram, LinkedIn, Twitter)
2. Use of **targeted hashtags** to increase visibility and reach the target audience
3. Partnerships with **influencers** and **content creators** in your industry to amplify your content
4. Including **links** in content to guide users to your website or other resources
5. Investing in **social media advertising** to reach a wider and more targeted audience
6. Leveraging **sharing features** to encourage digital word-of-mouth

# Which social media platform should you choose?

	TARGET	MONITORING
 <b>Facebook</b>	General target	Facebook Insights POST - ENGAGEMENT - FOLLOWER - LIKES
 <b>Instagram</b>	Young people - Influencer Business companies	Instagram Insights POST - IMPRESSION – FOLLOWER - LIKES
 <b>LinkedIn</b>	Business Companies Employers - Adult	LinkedIn Analytics ENGAGEMENT
 <b>X Channel</b>	Corporations - Stakeholders Agencies - Policy Maker	Twitter Analytics POST - ENGAGEMENT - FOLLOWER - LIKES
 <b>Tik Tok</b>	Young People 12/20 yrs NEETs - Lead Generation	Business Kit (Pro Account) VIEWS – VISIT ON PROFILE – NEW FOLLOWERS

# Use of social media based on the target audience



## Young People and Students



This target audience prefers social media platforms such as **Instagram** and **TikTok**, and they prefer visual, entertaining, and interactive content. Focus on videos, reels, and engaging challenges that can grasp their attention.



## Workers and Managers

To reach this target audience, **LinkedIn** is the main channel for sharing valuable content, such as articles, infographics, and educational videos. Emphasize the brand's expertise and skills.



## Families and Parents



**Facebook** and **Instagram** are the most suitable social media platforms for interacting with this target audience. Focus on practical content, advice, and testimonials related to everyday life, using a welcoming and informal tone.



## Elderly Users

This age group tends to prefer more traditional platforms such as **Facebook**. Create simple, easily accessible content, using clear language and a compassionate approach.

# Strategy

**Which social media platforms should you open? Facebook? Twitter? LinkedIn? Instagram? YouTube? TikTok?**

The questions to ask yourself are:

1. Is this social network consistent with your communication strategy?
2. Is your target audience on social media?
3. Are your competitors on social media?
4. Do you employ the right resources (time, money, and human resources)?

# Creating the project brand identity on social media

Building a strong and distinctive brand identity on social media is essential for the success of your project. Create a distinctive and identifiable image that conveys your brand's values and personality in an appealing way.

Develop a logo, color scheme, and visual style that are consistent across all social media platforms. Use high-quality graphics, photos, and videos to convey professionalism and authenticity.



# Brand Identity

- Logo
- Social Media Images
- Brochure
- Flyers
- PPT Template
- WORD Template
- Roll Up

# Social media content planning

1

## Establishing an editorial plan

Build an editorial calendar to help you schedule social media content in an organized manner that aligns with your project's communication goals.

2

## Producing valuable content

Develop a variety of content formats, such as text posts, images, videos, polls, and stories, to keep your audience engaged.

3

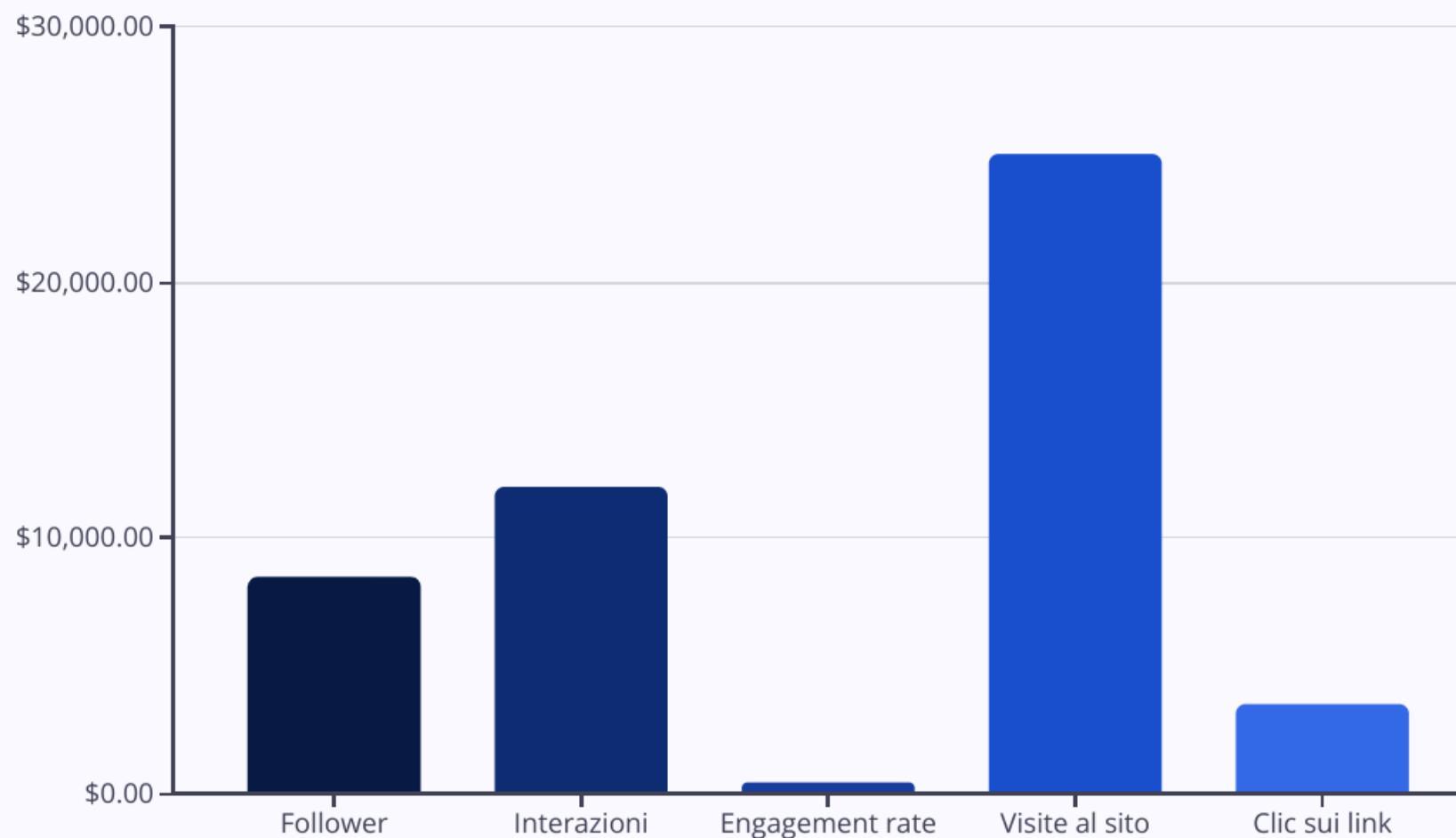
## Scheduling publications

Use post planning and scheduling tools to ensure a consistent and regular presence on social media, without overburdening your team.

Social Media Content Planning		
Platform	Content Type	Notes
LinkedIn	Blog Posts	Articolo: Idee regalo natale 2018
Blog	Text Posts	Articolo: Come apparecchiare la tavola a natale
Twitter	Images	

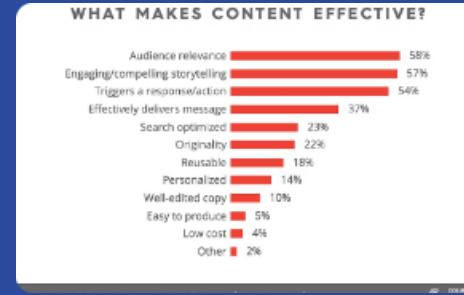
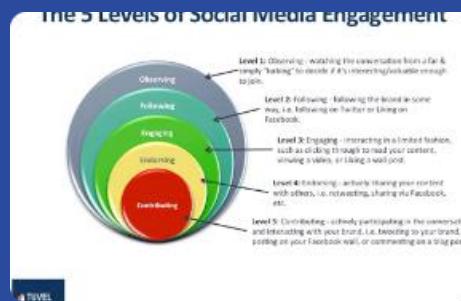
# Data analysis and social media metrics

To evaluate the impact of your project on social media, it is essential to monitor key metrics and analyze the data collected. This will allow you to understand the effectiveness of your strategies and make the necessary changes to achieve your goals.



The collected data will help you understand the extent of your audience's interaction and engagement, as well as monitor the traffic generated into your website. By regularly analyzing these metrics, you can refine your strategy and achieve ever-better results.

# Community engagement on social media



## Foster dialogue

Encourage two-way communication with your community by responding to comments and questions in a timely and personalized manner.

## Promote word-of-mouth

Encourage users to share your content by offering them rewards or opportunities for active participation.

## Work with influencers

Engage influencers in your business sector to amplify your presence and reach new potential followers.

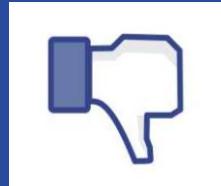
## Generate shared content

Encourage users to create and share their own content using your brand to increase engagement and visibility.

# The Good Behavior Principle

## RULES OF CONDUCT ON SOCIAL MEDIA:

Remember that mistakes can turn into failures, even damaging your image.



- Forgetting your target audience
- Becoming a “stalker”
- Spamming
- Becoming a troll\*
- Deleting users' posts
- Advertising in the wrong social media



- Quality over quantity
- Participate, test.
- Natural and human communication (non-formal)
- Create engagement, build strong bonds, create a community

\* An individual who interacts with the community through provocative, irritating, off-topic messages with the aim of causing disruption.

# GRAPHIC DESIGN TOOL



**Canva** is an online platform used to create graphics, posters, brand identity, presentations, event flyers and cards for social media. The app includes pre-built templates and can be used for free. However, premium features can be added by paying for a subscription.

**CANVA is available for desktop and mobile devices.**

**LINK TO THE WEBSITE**

<https://www.canva.com/>

EXAMPLE



TICKETS AVAILABLE AT LEMON HOUSE  
& THE WALKER SHOP

LEMONHOUSE.COM  
GREATMINDS.ORG



# Tips

## **File type to use:**

PNG or JPG - online version

PDF - printable version

## **Appearance:**

Pay attention to the format aspect ratio (e.g., 16:9, 4:3, 16:10)

## **Colors:**

Always use colors that are suitable for the type of file you want to use (create contrast between the background and the text).



# VIDEO MAKING

**clipchamp**

**Clipchamp** is a modern, easy-to-use, web-based video editor. It was created as an alternative to Movie Maker for Windows and is also available online for other users. The software provides access to a range of features for creating and editing videos directly from your browser, without having to upload files to the cloud. The UI is familiar and intuitive: everything works via drag and drop.  
It can only be used in the desktop version.

**LINK TO THE WEBSITE**

<https://clipchamp.com/en/>

All your video needs in one place

clipchamp.com/en/

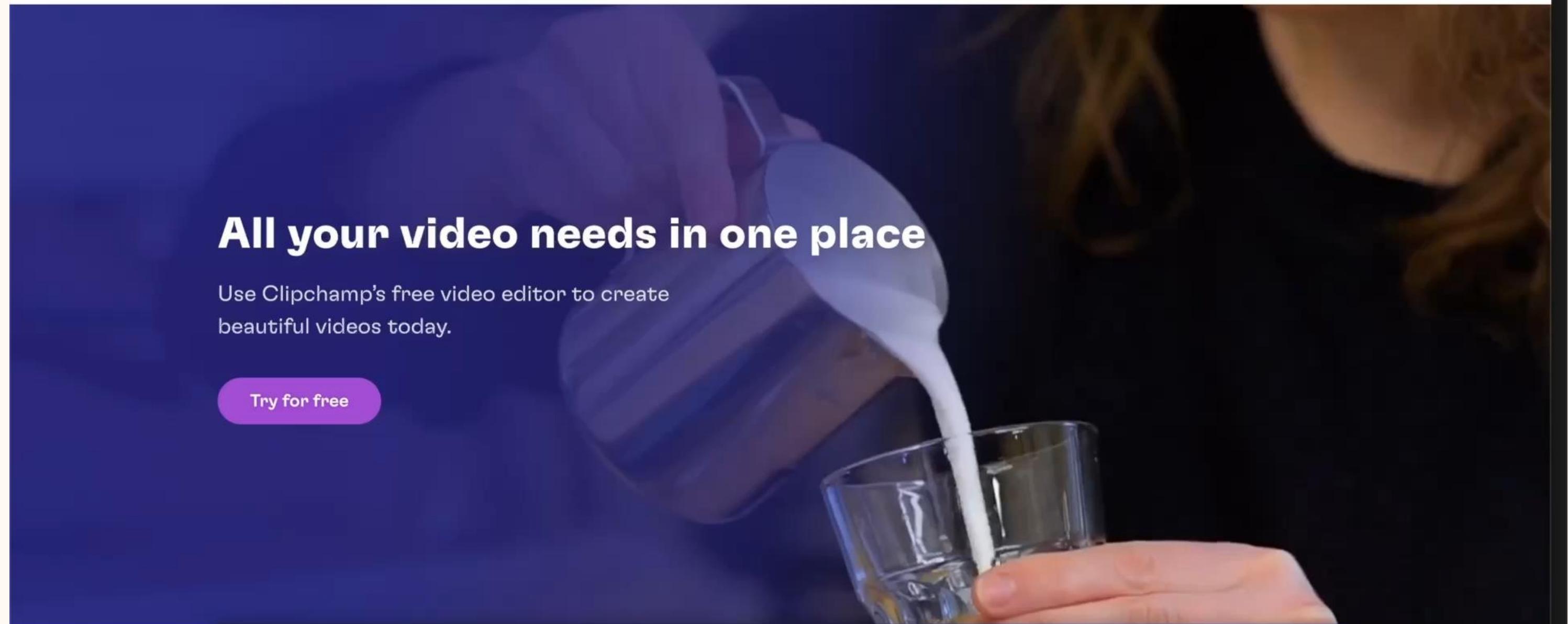
Clipchamp is now part of Microsoft. [Read more](#)

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# VIDEO MAKING



**InShot** is a free app for Android or iOS mobile devices. It is available in several languages.

The app allows you to edit videos, resize them, insert transitions, merge multiple elements, increase speed, change audio and music, adjust volume, and create slideshows.

## LINK

<https://apps.apple.com/it/app/inshot-video-editor/id997362197?l=en>

<https://play.google.com/store/apps/details?id=com.camerasideas.instashot&hl=en&gl=US>



# Tips

- Video aspect ratio (16:9, 4:3)
- (Ambient, personal) audio; microphones
- How to use transitions (opening, closing, duration)
- What equipment to use (tripod, phone, camera)
- How long a video should be (depending on the type)
- How many takes to do and how to script them
- Use royalty-free images and sounds





**THANK  
YOU!**