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# Training course

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| **Title** | Social media management | |
| **Area** | |  |  | | --- | --- | | Technical and 3D drawing |  | | Business management and entrepreneurship |  | | Social Media Management | **X** | | Self-awareness and self-efficacy & Critical Thinking and growth mindset |  | | |
| **Keywords (meta tag)** | Social media, employability, networking, privacy, cyberbullying | |
| **Provided by** | Internet Web Solutions | |
| **Language** | English | |
| **Description** | Surely in your daily life you use social networks, such as Twitter or Instagram, but, do you know exactly what a social network is? In this training you will learn about social networks, and you will be able to use them in your benefit in order to improve your employability. You will learn about the types of social networks that exist, which are the most widely used today, and the different uses they can have. You will also explore the hidden side of social networks and the risks you should avoid. | |
| **Contents arranged in 3 levels** | | |
| **Module: Social media management**  **Unit 1: Social media**  **Section 1.1: What are social networks?**  The concept of "**social network**" has been used to analyse interactions between individuals and groups of people, even societies, since the end of the 19th century. In 1990, with the emergence of the Internet, the idea of social networking moved to the virtual world. In 2004, Facebook appeared, probably the world's best-known social network (you have probably seen the film "The Social Network" directed by David Fincher, which tells the story of Mark Zuckerberg, the creator of Facebook!), but even before that, there were already other social networks on the Internet.  **Section 1.2: Types of social media**  There are different types of social media:   * **Relationship-based social media**: these are social networks that aim to connect people, such as Facebook. * **Entertainment social media**: in this type, the main objective is to consume digital content, such as YouTube or TikTok. * **Professional social media**: these are those whose objective is to create professional relationships between users, such as LinkedIn. * **Niche social media**: these target specific audiences, such as TripAdvisor.   However, this typology is very open, and some social medias could even fall into several categories; for example, Instagram today connects millions of people, and is in turn used to consume entertainment in the form of videos and pictures.  **Section 1.3: Most popular social networks**  Among the most popular social networks today, we can list the following:   * **Facebook**. Created in 2004 with the aim of connecting people to share information, news, videos and photos. It has 2.9 billion active users in 2022. * **YouTube**. Created in 2005, it is the social network by excellence for video sharing, and gives its name to the profession of "youtubers". More than 2.5 billion active users by 2022. * **Instagram**. Launched in 2010, it is mainly used to share videos and photos. 1.5 billion active users by 2022. * **Twitter**. Founded in 2006, it is a microblogging social network, with short "tweets" of a maximum of 280 characters. More than 440 million active users by 2022. * **LinkedIn**. Professional social network founded in 2002, with 310 million monthly active users by 2022. * **TikTok**. Launched in 2016, it is used to share short videos, where music, editing and effects predominate. It already has 1 billion active users by 2022. * **Pinterest**. Created in 2010, it is a platform for sharing and discovering visual content. It has 444 million active users in 2022. * **Reddit**. Started in 2005, it is a news and social bookmarking site with sub-communities or "subreddits". In 2022 it has 430 million monthly active users. * **Twitch**. Launched in 2011, it is one of the largest live streaming platforms. It has more than 140 million monthly active users in 2022.   **Unit 2: Uses of social media in the 21st century**  **Section 2.1: Personal use**  Nowadays, we could say that the main use of social networks is for personal use: they allow you to **keep up** with the latest news, **meet** new people, keep in touch with people you already know from anywhere in the world, **interact** with different types of publications, and **be entertained** by a huge amount of audiovisual content.  Social media is fun, open and dynamic, but remember to use it responsibly - don't spend your whole day refreshing your Instagram homepage!  **Section 2.2: Professional use**  In addition to the personal use of social networks, they can also be used professionally, whether for **job search**, business **networking**, or as a **corporate social network**. For networking, there are social networks such as LinkedIn, Xing or Womenalia, while from the point of view of a company, it can be present in any social network that has the public to which its products or services are addressed, as a way to reach new and current customers.  As a result of the rise of social media, new professions have been created, such as the "**community manager**" or "**social media manager**", who work managing and administrating companies' social networks.  Social networks are also a valuable source of information, allowing researchers to extract highly relevant data for sociological studies that focus on people's social behaviour, as well as allowing companies themselves to learn valuable information for their business.  **Section 2.3: Social media as a job: influencers**  You probably already know what an influencer is, but we will give you a formal definition: an "**influencer**" or opinion leader is a person who has made social media their job, because of their lifestyle, beliefs or values, and who has a **considerable number of followers or subscribers**. This is one of the **new professions** that did not exist until 20 years ago, and which joins others such as "youtuber" or "streamer", although these are also usually considered influencers.  However, **this is not such an easy and wonderful profession** as it may seem; not everyone is able to make a living at it, and it is also mentally exhausting as you expose your entire daily life and leave your privacy behind.  You may follow or know some of the following examples:   * **PewDiePie**. This Swedish youtuber has been active since 2010 and already has more than 110 million subscribers, making him one of the oldest youtubers on the YouTube platform, and also one of the best known. He is mainly dedicated to the creation of entertainment videos and video games. In 2016 he was listed by Time magazine as one of the 100 most influential people in the world. * **Chiara Ferragni**. Italian influencer and entrepreneur who dedicates her content to fashion and lifestyle, she is also known worldwide, has almost 28 million followers on Instagram, and her blog "The Blonde Salad", active since 2009, registers thousands and thousands of visits every day.   **Unit 3: The hidden side of social media**  **Section 3.1: The risks of social media**  Although social networks can bring many good things, it should not be forgotten that they have a **hidden side** in which there are numerous risks and dangers, such as:   * **Loss of privacy**. Remember that everything you upload to the Internet is going to be recorded forever somewhere, so consider the importance of your privacy. * **Social media addiction**. It is important to set limits when using social media, because it can lead to a serious addiction that alienates you from the people around you physically. * **Cyberbullying**. Whenever you witness someone bullying someone else online (and in real life), you should report it to the authorities so that they can take appropiate action. * **Extortion of any kind**. Be careful about what you post on social media to avoid being extorted. If this happens to you, report it to the authorities. * **Fake news**. Don't be influenced by unreliable media reports, always try to check the information. * **Reality distortion**. Sometimes, social networks provide a false image of constant happiness that is unrealistic, and can lead to disorders that distort the reality you perceive.   **Section 3.2: Social media offences**  Since there are many dangers, there are also offences on social networks that each country covers in its legislation, but which can generally be summarised as follows:   * **Phishing or impersonation**. When you provide personal information on social networks, people may use it to impersonate you or someone else to obtain private information about other people. For example, there are people who use this technique to obtain sexual photographs to extort money from that person. * **Harassment and cyberbullying**. This is a crime that happens more often than it should, through harsh criticism, threats, hurtful comments and continued harassment. Always consider that behind the screen, there may be a person who is suffering from these kinds of comments. * **Defamation and slander**. This offence concerns attacks on the honour and defamation of a person or company. Freedom of expression must be considered to have a limit, as it cannot be used as an excuse to attack others without consequences.   **Section 3.3: Recommendations**   * Be wary of **strangers**. * Do not provide **personal information** such as your address or telephone number. * As far as possible, keep your accounts visible only to people you know by changing your **privacy settings**. * Check the **rules** of each social network; often rules are broken due to ignorance, for example with the minimum age for registration. Know your **rights** and **obligations**. * **Do not post intimate or private photos**, or photos of other people without their **consent**. * Find out which **authorities** you should contact if you witness a crime on social media. * **Report any offensive acts or possible crimes**.Social networks also have the option to **block** accounts if you feel you are being harassed or attacked. | | |
| **5 glossary entries** | | |
| **Social media.** Or social network. A concept referred to the Internet world since the end of the 20th century. It is a digital platform that allows people and communities to connect and interact with each other, as well as to publish and share multimedia content. For example, Facebook or Instagram.  **Community manager.** A position within a company. This person is responsible for the company's online presence, managing and administrating social media, building an online community, creating and publishing multimedia content and interacting with the company's audience.  **Influencer.** This is a person who is an opinion leader on the Internet, who expresses opinions on one or more topics and influences many people who follow or know him or her. Nowadays, influencers are the celebrities of the Internet, and are dedicated to topics such as fashion, make-up, video games, sport, among many others.  **Networking.** A term that refers to building a professional network of people with interrelated interests. The larger the network, the greater the chances of finding work or business opportunities.  **Privacy.** It is everything related to an individual's personal life, which is kept confidential and does not have to be shared with others without the individual's consent. Privacy is a fundamental right enshrined by the United Nations, by the European Parliament, and even by the laws of individual countries. | | |
| **Bibliography and further references** | | |
| Álvarez, J. (2022). ¿Qué es Reddit y para qué le sirve a una startup? Actualización 2022. LinkedIn. <https://es.linkedin.com/pulse/qu%C3%A9-es-reddit-y-para-le-sirve-una-startup-2022-juan-rodrigo-alvarez>  Centribal. Los 5 principales delitos en redes sociales. Centribal. (<https://centribal.com/es/5-principales-delitos-redes-sociales/>  Consumo Responde. Recomendaciones sobre la utilización de las redes sociales. Junta de Andalucía. <https://www.consumoresponde.es/art%C3%ADculos/recomendaciones_sobre_la_utilizacion_de_las_redes_sociales>  Dean, B. (2022). Twitch Usage and Growth Statistics: How Many People Use Twitch in 2022? Backlinko. <https://backlinko.com/twitch-users>  Esparza, I. (2017). El uso personal de las Redes Sociales. Medium. <https://medium.com/@ileanaesparza/el-uso-personal-de-las-redes-sociales-5bad7e5c01e3>  Fernández, R. (2022). Redes sociales con mayor número de usuarios activos a nivel mundial en enero de 2022. Statista. <https://es.statista.com/estadisticas/600712/ranking-mundial-de-redes-sociales-por-numero-de-usuarios/>  Grupo Atico34. Peligros de las redes sociales para niños y adolescentes. Grupo Atico34. <https://protecciondatos-lopd.com/empresas/peligros-redes-sociales/>  Mayordomo, J. (2021). La lista definitiva de estadísticas de LinkedIn para 2022. Findstack. <https://findstack.com/es/linkedin-statistics/>  McLachlan, S. (2022). 23 Estadísticas de YouTube esenciales para este año. Blog Hootsuite. <https://blog.hootsuite.com/es/estadisticas-de-youtube/>  Rodríguez, M. J. (2022). El uso profesional de las redes sociales. Cursos Femxa. <https://www.cursosfemxa.es/blog/uso-profesional-redes-sociales>  Wynter, G. (2022). ¿Qué es un influencer? Definición, tipos y ejemplos. Blog HubSpot. <https://blog.hubspot.es/marketing/marketing-influencers> | | |
| **Five multiple-choice self-assessment questions** | | |
| **Question 1. Which of the following social networks is oriented towards networking?**  Option a: Reddit.  Option b: LinkedIn.  Option c: TripAdvisor.  Option d: All answers are correct.  **Correct option: b**  **Question 2. Which of the following is a risk arising from the use of social media?**  Option a: Reality distortion.  Option b: Loss of privacy.  Option c: Addiction.  Option d: All answers are correct.  **Correct option: d**  **Question 3. What should you do if you detect a case of cyberbullying?**  Option a: I shouldn't intervene, it's none of my business.  Option b: Insulting the cyberbully.  Option c: Notifying the authorities.  Option d: All answers are correct.  **Correct option: c**  **Question 4. What is the role of a community manager?**  Option a: Management of a company's e-commerce.  Option b: Management of a company's social networks.  Option c: Management of a company’s customers.  Option d: All answers are correct.  **Correct option: b**  **Question 5. How can social media help you?**  Option a: Finding a job.  Option b: Keeping in touch with a friend in another country.  Option c: Making professional contacts (networking).  Option d: All answers are correct.  **Correct option: d** | | |
| **Related material** | |  |
| **Reference link** | |  |
| **Video in YouTube format (if any)** | |  |

# Quest 1

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| **Quest title** | Using social media to get a job | |
| 1. **Introduction: What’s this all about?** | | |
| **Introduction image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1mubXotAFQqMx4ktQc5a4zSlsa22jMQb7/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture by Gordon Johnson from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Introduction text** | | |
| Let's talk about LinkedIn. This professional social network founded in 2002 by Reid Hoffman and Konstantin Guericke currently has more than 830 million members and more than 58 million registered companies.  LinkedIn is used to connect professionals and companies looking for job synergies and new business opportunities. Therefore, there are two types of profiles: the company profile and the user profile. In addition, there is a very interesting section dedicated to the job search, where hundreds of job offers are published daily and users can register for them. | | |
| 1. **Task: What’s the activity?** | | |
| **Activity image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1dtUaTRjRIZzTf_LIF-BpoTeY2o5XzzyY/view?usp=sharing> |
| **Image title (including copyright information)** | | LinkedIn logo |
| **Do you have permission to use this image?** | | **YES** (dominio público) |
| **Activity text** | | |
| In this activity, we will guide you through **creating your own professional LinkedIn profile**, so that you can use it to find job opportunities and boost your professional relationships.  It is very important to keep in mind that LinkedIn is a professional social network, so imagine you are in an office full of business people in suits. Wouldn't you behave in a proper and professional manner? | | |
| 1. **Process: What am I going to do?** | | |
| * Go to <https://www.linkedin.com/>and create an account. You can also download the app on Android or iOS on your smartphone or tablet. Add your personal information. When you click on join, **your account is ready**. Now the most important part begins: filling in your profile to make it professionally attractive. You may not have any work experience or education, but don't worry - that doesn't make you any less professional! * Complete your profile. Add a **profile picture** (don’t put a picture of your holidays at the beach!), add a good **professional summary**, your **work experience** and your **education**. * Interact with people to **build professional relationships**. * Some **tips** for managing your LinkedIn profile: **be careful with your spelling**, **don't copy and paste the same information from your CV**, **don’t be shy**, contact people in a **polite and respectful way**, and point out your **good points**. | | |
| 1. **Learning outcomes: What will I learn?** | | |
| **Competence**  **(LifeComp)** | | * P1 Self-regulation: awareness and management of emotions, thoughts, and behaviour, * S2 Communication: use of relevant communication strategies, domain-specific codes and tools, depending on the context and content. * L1 Growth mindset: belief in one’s and others’ potential to continuously learn and progress. |
| **Competence**  **(EntreComp)** | | * 2.1 Self-awareness and self-efficacy: believe in yourself and keep developing. * 2.5 Mobilising others: inspire, enthuse, and get others on board. * 3.1 Taking the initiative: go for it. |
| **Competence**  **(DigiComp)** | | * 2.2 Sharing through digital technologies: to share data, information, and digital content with others through appropiate digital technologies. To act as intermediary, to know about referencing and attribution practices. * 2.5 Netiquette: to be aware of behavioural norms and know-how while using digital technologies and interacting in digital environments. To adapt communication strategies to the specific audience and to be aware of cultural and generational diversity in digital environments. * 2.6 Managing digital identity: to create and manage one or multiple digital identities, to be able to protect one’s own reputation, to deal with the data that one produces through several digital tools, environments, and services. |
| 1. **Conclusions: What will I take home?** | | |
| What did you think of this first contact with professional social networks? Now you have your own LinkedIn profile and can start finding your own job opportunities online.  Social media is a very interesting tool nowadays. New professions have even been created around them, such as the position of "Community manager". However, they can also work against you, so you should check what information is available about you online, as employers can also search for you and find information or photos that you might not want them to find. Take care of your privacy and your online reputation.  Finally, we recommend that you take a look at the resources section of this task, where you will find interesting links to pages and videos where you can take your knowledge of the subject further.  Continue your training! ;) | | |
| **6: Resources: What do I need?** | | |
| **Websites (URLs)** | | What is social media? |
| [*https://www.thebalancesmb.com/what-is-social-media-2890301*](https://www.thebalancesmb.com/what-is-social-media-2890301) |
| Redes sociales para la búsqueda de empleo |
| [*https://www.educaweb.com/contenidos/laborales/herramientas-recursos-encontrar-trabajo/redes-sociales-busqueda-empleo/*](https://www.educaweb.com/contenidos/laborales/herramientas-recursos-encontrar-trabajo/redes-sociales-busqueda-empleo/) |
| Redes sociales |
| [*https://www.rdstation.com/es/redes-sociales/*](https://www.rdstation.com/es/redes-sociales/) |
| ¿Qué es LinkedIn y para qué sirve esta red social profesional? |
| [*https://webescuela.com/que-es-linkedin-para-que-sirve/*](https://webescuela.com/que-es-linkedin-para-que-sirve/) |
| Set up a new LinkedIn account |
| [*https://www.linkedin.com/learning/learning-linkedin-2021/set-up-a-new-linkedin-account*](https://www.linkedin.com/learning/learning-linkedin-2021/set-up-a-new-linkedin-account) |
| **Videos (from YouTube)** | | Aprende cómo crear un buen perfil en LinkedIn paso a paso |
| [*https://www.youtube.com/watch?v=11BO60skPTM*](https://www.youtube.com/watch?v=11BO60skPTM) |
| How to make a LinkedIn profile with no working experience (2022) |
| [*https://www.youtube.com/watch?v=wYtlRgECrWE*](https://www.youtube.com/watch?v=wYtlRgECrWE) |

# Quest 2

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| **Quest title** | Social media management for your digital business | |
| 1. **Introduction: What’s this all about?** | | |
| **Introduction image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/181wttOA6RiKVIQcbFoIpt10L4Uf7RT_T/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Introduction text** | | |
| As you have studied, in recent years some jobs related to social media have been created in companies, such as community manager or social media manager, which are dedicated to managing the online presence of companies and their online communities. Social media is therefore an important and valuable tool for companies to interact with their target audience and gain more customers.  Surely in your daily life you use a social network, and you can take advantage of your knowledge, and the knowledge you will have acquired in this training, to transfer it to a real situation, just as an entrepreneur would do. | | |
| 1. **Task: What’s the activity?** | | |
| **Activity image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1f1u6pWUbLQvIs6YsE1TsOdUV956DoqQ3/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Activity text** | | |
| In this activity you will have to put yourself in the shoes of an entrepreneur. **Imagine you have a company and identify the most appropriate social network(s) your company should have.**  Once you have identified it, **create an account** as your own project, and **create the corporate image of the company**, **as well as at least 3 publications** that you would post if you had a company. | | |
| 1. **Process: What am I going to do?** | | |
| Imagine you have a business: choose the sector of activity, the products and/or services you offer, and the public you are targeting. It is important that you think about the needs that your company's audience may have, as well as their characteristics: what is their age range, do they come from urban or rural areas, what are their tastes?  Once you have identified your audience, examine the most popular social networks today, and think about where your audience might fit in. Do some research on the Internet, where you can find studies related to the characteristics of the users of each one.  Finally, create an account for your imaginary company and create your corporate image, as well as 3 publications. You can use tools like Canva (<https://www.canva.com/>) to design your logo and posts. Remember that the posts should emphasise the best of your products or services, but also bring something to the user, such as curiosities or entertainment. Check out the resources section! | | |
| 1. **Learning outcomes: What will I learn?** | | |
| **Competence**  **(LifeComp)** | | * S2 Communication: use of relevant communication strategies, domain-specific codes and tools, depending on the context and content. * L1 Growth mindset: belief in one’s and others’ potential to continuously learn and progress. |
| **Competence**  **(EntreComp)** | | * 1.2 Creativity: develop creative and purposeful ideas. * 2.3 Mobilising resources: gather and manage the resources you need. * 3.2 Planning and management: prioritise, organise and follow-up. |
| **Competence**  **(DigiComp)** | | * 1.3 Managing data, information, and digital content: to organise, store and retrieve data, information, and content in digital environments. To organise and process them in a structured environment. * 2.6 Managing digital identity: to create and manage one or multiple digital identities, to be able to protect one’s own reputation, to deal with the data that one produces through several digital tools, environments, and services. * 3.1 Developing digital content: to create and edit digital content in different formats, to express oneself through digital means. * 5.3 Creatively using digital technologies: to use digital tools and technologies to create knowledge and to innovate processes and products. To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments. |
| 1. **Conclusions: What will I take home?** | | |
| What’s up? Did you find it interesting to put yourself in the shoes of an entrepreneur with a business in the digital world?  Practical exercises of this type allow you to effectively learn what you would do in a real job, whether you are the community manager of a company, or whether you are setting up your own business and want to have an online presence through social media.  Remember that you can consult the resources section associated with this task to learn in more depth, and find out the tips and tricks that will allow you to carry it out more effectively. | | |
| **6: Resources: What do I need?** | | |
| **Websites (URLs)** | | 16 Effective Ways to Build Your Online Presence |
| [*https://blog.hubspot.com/marketing/online-presence*](https://blog.hubspot.com/marketing/online-presence) |
| How to Use Social Media for Small Business: 12 Simple Tips |
| [*https://blog.hootsuite.com/social-media-tips-for-small-business-owners/*](https://blog.hootsuite.com/social-media-tips-for-small-business-owners/) |
| Social Media for Business: Marketing, Customer Service and More |
| [*https://www.businessnewsdaily.com/7832-social-media-for-business.html*](https://www.businessnewsdaily.com/7832-social-media-for-business.html) |
| How to Create a Great Corporate Logo |
| [*https://www.businessnewsdaily.com/10269-corporate-logo-brand-business.html*](https://www.businessnewsdaily.com/10269-corporate-logo-brand-business.html) |
| How to Effectively Manage Multiple Social Media Accounts |
| [*https://digitalmarketinginstitute.com/blog/how-to-effectively-manage-multiple-social-media-accounts*](https://digitalmarketinginstitute.com/blog/how-to-effectively-manage-multiple-social-media-accounts) |
| **Videos (from YouTube)** | | How to Make a Logo in 5 Minutes | Canva Tutorial – Free Logo Maker for Business |
| [*https://www.youtube.com/watch?v=6av-IB0DxG4*](https://www.youtube.com/watch?v=6av-IB0DxG4) |
| 5 Expert Tips for Better Community Management |
| [*https://www.youtube.com/watch?v=9BEml-07-F0*](https://www.youtube.com/watch?v=9BEml-07-F0) |

# Educator tips

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| It is recommended to approach this training in the most practical way possible; given that the target group of the project is young people who are neither studying nor working, between 15 and 29 years old approximately, they will show more interest in what they find useful and entertaining.  Therefore, and taking into consideration that most of them will already use social networks on a daily basis (Instagram, Twitter...), it may be more effective to emphasise curiosities and things that are still unknown to them.  In addition, examples, such as influencers they may know, will draw their attention and help them understand how the world of social media works. Lessons should be dynamic and with constant feedback to keep their attention focused.  **Quest 1:** This task should be considered from the point of view of an unemployed person, who wants to use LinkedIn to get a job. It is important to focus on the need to be correct in the eyes of employers who may view the learner's profile. The importance of good spelling, providing valuable and relevant information, and showing respect for other users should be emphasised.  **Quest 2:** In this case, the focus is on entrepreneurship, although it should also not be forgotten that the management of a company's social media can be a potential job in a third party's company. Therefore, although the main focus is on entrepreneurship, the task has to be approached in a dual way. |