



Resource 3
Digital networks in
a social network environment
Student Handout

CHAMELEON

Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

Resource3: Learner's handout

Title of the resource	DIGITAL NETWORKING IN A SOCIAL NETWORKING ENVIRONMENT	
Presentation of the activity :	<p>Brief introduction to the activity</p> <p>As a small business owner, if you want a presence on social networks to promote and sell your products or services, you have to communicate constantly. If you have a website, a Facebook account, Instagram, a blog, a YouTube channel, etc., that's a good start!</p> <p>However, supporting effective communication at all times requires creating and publishing targeted messages to your (future) customers on a regular basis.</p> <p>How will you go about it when you have something interesting to say, a promotion to announce, a new product or service to launch, an agenda to publish, an immediate or upcoming news item to announce?</p> <p>If you make a long video or even write text on your website or blog, few people will read it. Do you know what will be more successful and will definitely hit the spot? A banner, an infographic, a poster or an illustrated video. This type of medium has the advantage of being visual and informative. It is effective in communicating the maximum amount of information in a simple, easy-to-remember way and, above all, of making a lasting impression.</p> <p>Creating these types of visuals is much easier than it seems. This resource, which raises awareness of the effectiveness of visuals in social media communication, will also teach you how to make them yourself using tutorials found on social media and digital platforms that offer templates for customisation.</p>	
What will you achieve through this self-reflection?	<p>With this resource, you will see that :</p> <ul style="list-style-type: none"> - Visual media such as banners, infographics and video content are very effective for communication on social networks; - The ongoing production of visual aids will have a significant cost if outsourced; - You can make your own to minimise the cost, provided you learn how to make them. 	
Questions to ask:	<p><i>Question 1:</i></p> <ul style="list-style-type: none"> • Are you familiar with the following communication media: a banner, an infographic, a poster, an advertising video? • If you know about them and do not use them, why not? • If you are aware of them and use them or one of them, tell us how they fit into your communication strategy, on what occasion, in what context, how and why you use them? 	<p>Learner's response</p>

	<p>Question 2:</p> <ul style="list-style-type: none"> • If you use them, tell us who made them: yourself or an external service provider? 	
	<p>Question 3:</p> <ul style="list-style-type: none"> • If you have them made by a service provider or someone you know, why? • What is the cost of this service? 	
	<p>Question 4:</p> <ul style="list-style-type: none"> • If you have never made these materials yourself or used them, do you know that you can learn to make them with some easy-to-use software? • Learning to make these materials yourself is within your reach, you just have to get started, are you ready to learn with the tools we recommend? • Do you know what you will gain by making this content yourself? 	
<p>Checklist</p>	<p>Short checklist of key information or action points</p> <ul style="list-style-type: none"> ✓ To become aware of the important effectiveness of targeted visual media for hot communication in social networks compared to other means (website, blog, Facebook, Instagram, etc.). ✓ Understand the specific functions of each visual medium (banner, infographic, informative video content) in order to use them appropriately. ✓ It is possible to make your own visual aids, as long as you have the means to learn. ✓ Prepare the information needed to produce each visual aid. ✓ Apply the recommended rules for developing materials according to the objective to be achieved. ✓ Apply the recommended manufacturing process according to the tools used (templates, tutorials). ✓ Making your own materials has many advantages in controlling your communication: flexibility, diversity of content, frequency, form. ✓ Learning how to make these materials is within the reach of any willing and motivated person who wants to support communication in the long term and develop their activity. 	
<p>Follow-up activities</p>	<p>Activities to continue learning and improve skills</p>	

	<ol style="list-style-type: none"> 1. After completing this module, go to the recommended digital networks, watch the dedicated tutorials, continue learning, deepen your knowledge, improve your practice to build more and more impactful materials. 2. Evaluate your practice by measuring the impact of your media when published on social networks. Quantify, for example, the impact in terms of "views". 3. If you have a website, Facebook account, Instagram, YouTube channel, etc., think about reusing your visual material in all these social networks.
<p>Takeaway notes - Next steps:</p>	<p>Instructions for formalising the next steps</p> <ol style="list-style-type: none"> 1 Now you know what a banner, an infographic, a video content is, familiarise yourself with these media, look at what other micro-entrepreneurs publish, this will give you ideas to be able to make your own media and be inspired by the examples you find on the Internet. 2 Practising all genres (banners, infographics, video content) allows you to communicate in different and richer ways. Being able to use all these media gives you more opportunities. 3 Identify the best tools and tutorials to help you learn how to make your own visual aids. After testing the tools presented in this resource, choose and use the ones you find easiest to use. 4 When you first start out, make cards that summarise the process of making each tool so that you can quickly learn how to use it (functionality, steps). 5 The tools for creating visual materials can be free or paid. In some cases, in order to achieve a perfect result and access a quality service, it is necessary to pay a subscription to a dedicated digital platform for a small fee.



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