

## EDUCATIONAL PROJECT “Communication in action: communicational strategies and resources for Erasmus Plus projects”

Applying for the project participants should take into account that they will participate in the two project activities:

### **ACTIVITY 1.** Preliminary phase of the project (online) 04-12 of April

During this phase we will collect the data from the involved participants about the usage of the social networks for their working tasks in order to have reliable quantitative data before the start, which will be compared to the final data. This data will be used for the creation of MOOC (Massive Open Online Course) and guide book of good practices.

Participants will be invited to implement some on-line tasks about their experience in the field of social communication and dissemination of the results of Erasmus Plus projects where they took part. This activity will take no more than two hours per day.

### **ACTIVITY 2.** Training-seminar on social communication (offline) 22-28 of April, Barcelona. See the Programme below.

## Daily programme of the ACTIVITY 2

	22/04	23/04	24/04	25/04	26/04	27/04	28/04		
9.30 - 11.30	Arrival of participants	Introduction to the training  Getting to know each other  Expectations to share with others	<b>Study session 3</b> Communicate through the image. Canva for Non Profit.	<b>Study session 7</b> Usage of labels and hashtags in communication	<b>Study session 11</b> Presentation of TechSoup Global Network y Google For Non Profit	<b>Study session 15</b> Communicating Erasmus Plus projects (Communicational book)	Departure of participants		
11.30 - 11.50		Coffee break							
11.50 - 13.30		Team building activity Presentation of the Programme	<b>Study session 4</b> Creation of images. Analysis of images	<b>Study session 8</b> Communication through different social networks: Facebook, Twitter etc.	<b>Study session 12</b> Presentation of Google Awards Programme and preparation of advertising campaigns	<b>Study session 16</b> Working on communicational strategies for Erasmus Plus projects			
13.30 - 15.00		Lunch							
15.00 - 16.40		<b>Study session 1</b> Reflection about the Activity 1  Developing the working plan	<b>Study session 5</b> Usage of video for communication. Software for creating video. Work with YouTube	<b>Study session 9</b> Social networks and connection between them. RSS (Really Simple Syndication) and Hootsuite	<b>Study session 13</b> Evaluation of the developed ideas	<b>Study session 17</b> Presentation and evaluation of ideas			
16.40 - 17.00		Coffee break							
17.00 - 18.30		<b>Study session 2</b> Prioritization and selection of the tasks according the developed working plan	<b>Study session 6</b> Creation of video. Analysis of video.	<b>Study session 10</b> Live Streaming. Usage of Periscope.	<b>Study session 14</b> Google Analytics	Session on Final Evaluation			
21.00 Evening activities		<b>18.30 - 19.00 Reflection groups</b>							
		<b>19.00 - 21.00 DINNER</b>							
		Welcoming dinner	Thematic movie night	Intercultural evening	Dinner and Cultural activity	Free-time		Farewell dinner	