

**M4W4**

<b>MODULE:</b> 4	<b>WORKSHOP NO:</b> 4	<b>TOPIC:</b> „SOCIAL FOR EVERYONE! – Introduction to the world of social media“
<b>LEARNING OUTCOMES:</b> <ul style="list-style-type: none"> <li>➤ The learners will learn what a social media is and the most used all over the world.</li> <li>➤ The learners will learn the features of each social media and tips on how to use them properly.</li> </ul>		

STAGES	OBJECTIVES	PROCEDURE - LESSON AGENDA	MATERIALS, RESOURCES
<b>1.</b> <b>Introduction to the world of social media.</b> (10 min.)	Learn the basics of the social media. Discover the differences between “social media” and “social network”. Learn which are the most used platforms of the world.	<ul style="list-style-type: none"> <li>- The tutor will make a brief historical introduction of the last decade for the use of social medias and how it became part of our lives</li> <li>- There will be an analyses of the main differences between “social media” and “social network”</li> <li>- The tutor will also explain what “fake news” are and teach some rules to avoid them</li> </ul> <p>At the end of this module the tutor will anticipate the most used platforms that would be analysed in the following modules</p>	<ul style="list-style-type: none"> <li>• <i>projector</i></li> <li>• <i>computer with internet access</i></li> <li>• <i>notebook and pens to take notes</i></li> <li>• <i>presentation M4W4 – M01</i></li> </ul>

<p><b>2.</b> <b>Facebook</b> (20 min.)</p>	<p>Learn what "Facebook" is.  Learn how to use it properly, from the creation of an account to create a post.</p>	<ul style="list-style-type: none"> <li>- The tutor will make a brief introduction of the platform, explaining its main purpose and its most important features</li> <li>- Activity – The tutor will go on the website of "Facebook" to make some examples in order to explain in a better way some of its features</li> </ul>	<ul style="list-style-type: none"> <li>• <i>projector</i></li> <li>• <i>computer with internet access</i></li> <li>• <i>notebook and pens to take notes</i></li> <li>• <i>presentation M4W4 – M01</i></li> </ul>
<p><b>3.</b> <b>Instagram</b> (30 min.)</p>	<p>Learn what "Instagram" is.  Learn how to use it properly, from the creation of an account to create a post.</p>	<ul style="list-style-type: none"> <li>- The tutor will make a brief introduction of the platform, explaining its main purpose and its most important features</li> <li>- The tutor will also make some examples in order to explain in a better way some of the features of "Instagram"</li> <li>- Exercise "Find the hashtag" – The tutor will give some images and the learners will have to create a post and, most of all, find the right hashtags for each content (singles or groups)</li> </ul>	<ul style="list-style-type: none"> <li>• <i>projector</i></li> <li>• <i>computer with internet access</i></li> <li>• <i>notebook and pens to take notes</i></li> <li>• <i>presentation M4W4 – M01</i></li> <li>• <i>videos M4W4 – M02</i></li> </ul>
<p><b>4.</b> <b>Whatsapp</b> (15 min.)</p>	<p>Learn what "Whatsapp" is.  Learn how to use it properly.</p>	<ul style="list-style-type: none"> <li>- The tutor will make a brief introduction of the platform, explaining its main purpose and its most important features</li> <li>- The tutor will also make some examples in order to explain in a better way some of the features of "Whatsapp"</li> </ul>	<ul style="list-style-type: none"> <li>• <i>projector</i></li> <li>• <i>computer with internet access</i></li> <li>• <i>notebook and pens to take notes</i></li> <li>• <i>presentation M4W4 – M01</i></li> </ul>
<p><b>5.</b> <b>Final discussion</b> (15 min.)</p>	<p>Talk with the learners about what they have seen and learn on these modules.</p>	<ul style="list-style-type: none"> <li>- The tutor will ask to the learners if they want to talk and discuss about the content of the modules in order to clarify any doubts</li> <li>- At the end, the tutor will verify the the learning of the subjects explained in the modules with a short quiz. The quiz consists of 8 multiple choice questions concerning the themes of the modules</li> </ul>	<ul style="list-style-type: none"> <li>• <i>projector</i></li> <li>• <i>computer with internet access</i></li> <li>• <i>notebook and pens to take notes</i></li> <li>• <i>presentation M4W4 – M01</i></li> </ul>

	Verify the learning of the subjects explained in the modules with a short quiz		<ul style="list-style-type: none"> <li><i>pre-printed quiz</i></li> </ul>
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## MULTIMEDIA

NUMBER	TYPE	DESCRIPTION - CONTENTS
<b>M1W1-M01</b>	Power Point/Canva presentation	Introduction of the modules followed by pictures inherent to the things explained in each module
<b>M1W1-M02</b>	Videos	Videos that shows some of the Instagram contents