

Empowering Refugee & Migrant Women through Creative Methods and Digital Literacy

INTRODUCTION TO SOCIAL MEDIA

WORKSHOP

[MODULE 2 • Digital Literacy In-Training Service]







IN THIS WORKSHOP YOU WILL LEARN

01 -

Common terminology, different types of online platforms and their features/services

02

How to choose the right platform for your target group

03

How to identify the safety risks on Social Media

04

How to create a persona for your target group





CONTENT



ACTIVITY 2.1 - INTRODUCTION



ACTIVITY 2.2 - SOCIAL MEDIA SCAVENGER HUNT



ACTIVITY 2.3 - RISKS AND SAFETY MEASURES ON SOCIAL MEDIA PLATFORMS

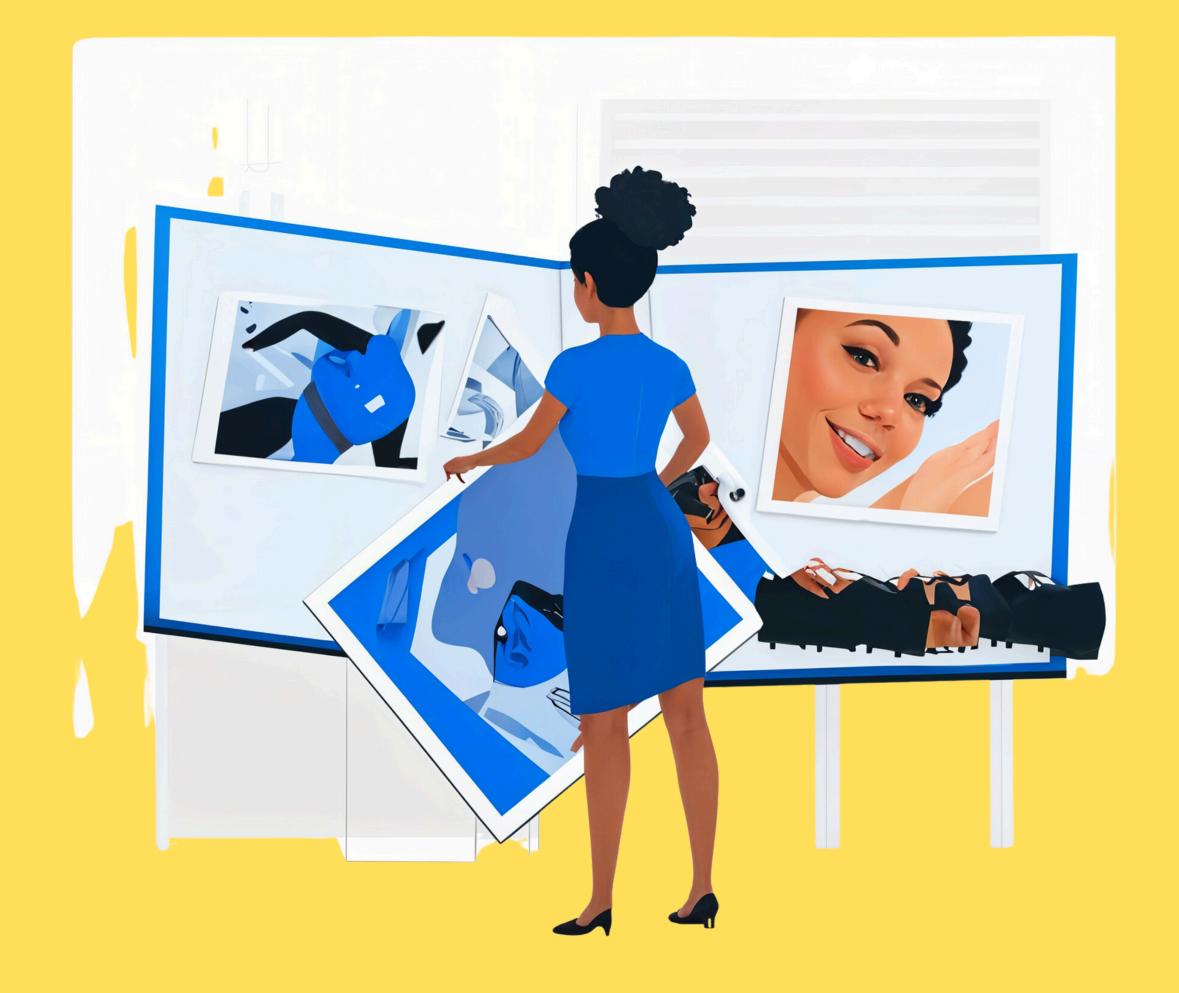


ACTIVITY 2.4 - CREATING A PERSONA



ACTIVITY 2.1.1

Social Media terminology





Main Social Media platforms

Facebook



World's most used social media platform with over 2.9 billion users

Instagram



Photo/video platform where users interact through pictures and videos in different formats

YouTube



Video hosting platform where users can upload, watch, comment, rate and share uploaded or live videos.

Tik-Tok



Short-form video sharing platform, mostly used by the young audience 13-24 years old



General terminology

GENERAL TERMS USED ON VARIOUS SOCIAL MEDIA PLATFORMS

#HASHTAG

A keyword or phrase preceded by the pound sign (#) used to categorize content and make it discoverable.

TAGGING

Mentioning another user in your post or comment, which usually notifies them.

FEED

The main stream of content that users see when they log into a social media platform.

INFLUENCER

A user with a large following who can influence their audience's opinions and purchasing decisions.

FOLLOWERS

Users who subscribe to see your posts and updates on social media.

TRENDING

Topics, hashtags, or content that are currently popular and widely discussed on a platform.



Instragram terminology



GENERAL TERMS USED ON INSTAGRAM

STORY

A temporary post that disappears after 24 hours, often used for more informal or timesensitive content.

HIGHLIGHT

A collection of stories that you choose to keep on your profile permanently, often organized by themes.

REELS

Short, engaging videos up to 90 seconds, similar to TikTok videos, used for entertainment or education.

CAROUSEL

A post that contains multiple photos or videos that users can swipe through.

EXPLORE PAGE

A personalized page where users can discover new content based on their interests and activity.

BIO

The small section under your profile picture where you can describe yourself or your brand and include a link.



Facebook terminology



GENERAL TERMS USED ON FACEBOOK

PAGE

A public profile created for businesses, brands, public figures, or organizations to connect with followers.

MARKETPLACE

Facebook's platform for buying and selling goods within local communities.

GROUP

A community space where users can join and interact around shared interests or causes.

EVENT

A feature that allows users or pages to create and promote public or private events.

NEWS FEED

The main stream of content on Facebook where users see posts from friends, pages they follow, and ads.

SHARE

The act of reposting someone else's content to your own profile, in a group or with someone in a private message



YouTube terminology



GENERAL TERMS USED ON YOUTUBE

CHANNEL

A user's profile on YouTube where their videos are posted, and viewers can subscribe for updates.

MONETIZATION

The process of earning money from videos through ads, memberships, and sponsored content.

LIVESTREAM

A feature that allows users to broadcast live video content to their audience in realtime.

PLAYLIST

A curated list of videos that play in sequence, often organized by theme or topic.

SUBSCRIBE

The act of following a
YouTube channel to receive
notifications about new
content.

THUMBNAIL

The image that represents a video on YouTube, often designed to attract viewers.



Tik-Tok terminology



GENERAL TERMS USED ON TIK-TOK

CREATOR

The way users are called on Tik-Tok. However posts unique short videos.

FOR YOU PAGE (FYP)

TikTok's main feed, where content is curated based on user preferences and behavior.

DUET

A feature that allows users to create a video alongside an existing one, used for reacting to someone's video.

CAPTIONS

A curated list of videos that play in sequence, often organized by theme or topic.

STITCH

A feature that lets users incorporate a clip from another user's video into their own.

CHALLENGE

A trend where users participate in a specific activity, often using a particular sound or hashtag.



QUESTIONS FOR REFLECTION

- Did you know these terms?
- What else would you add?





ACTIVITY 2.1.2

Social Media platforms Overview





INSTAGRAM OVERVIEW



KEY FEATURES

- Visual Content: Primarily focuses on photo and video sharing.
- Stories: Temporary posts that last 24 hours.
- Reels: Short, engaging videos up to 90 seconds.
- IGTV: Long-form videos up to 60 minutes.
- Hashtags: Used to categorize content and increase discoverability.
- DMs (Direct Messages): Private messaging feature.

DEMOGRAPHICS

- Popular among younger audiences (18-34 years old).
- Growing use among 35-44 age group.





STRENGHTS

- Visual Storytelling: Ideal for creating visually appealing content.
- High Engagement: Users are interacting with content through likes, comments, and shares.
- Influencer Marketing: A powerful platform for influencer-driven campaigns.
- Strong Branding Tool: Excellent for building and maintaining a personal brand.

WEAKNESSES

- Algorithm Dependency: Content visibility heavily depends on Instagram's algorithm.
- Limited Link Sharing: Only one clickable link is allowed in the bio, which limits direct traffic to external sites.
- Content Saturation: The platform is highly competitive, making it challenging to stand out.



FACEBOOK OVERVIEW

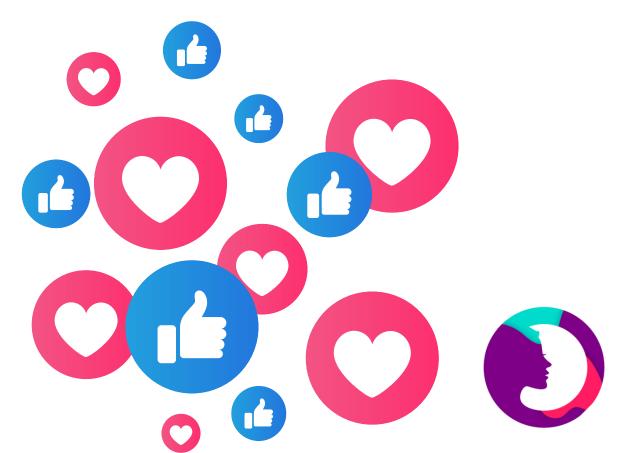


KEY FEATURES

- Posts: Text, images, videos, and links can be shared.
- Stories: Temporary posts that last 24 hours.
- Groups: Private or public spaces for communities to engage.
- Pages: Used by businesses, organizations, and public figures to connect with followers.
- Marketplace: A feature for buying and selling items.
- Messenger: Integrated messaging app for direct communication.

DEMOGRAPHICS

- Broad user base across all age groups.
- Particularly popular among 25-55+ age groups.





STRENGHTS

- Wide Reach: Large, diverse user base makes it a good platform for reaching various demographics.
- Community Building: Groups and Pages allow for creating and maintaining engaged communities.
- Event Promotion: Great for organizing and promoting events.
- Versatility: Supports various content types (text, images, videos).

WEAKNESSES

- Declining Youth Engagement: Younger users are shifting to other platforms like Instagram and TikTok.
- Algorithm Challenges: Organic reach can be limited due to algorithmic changes.
- Privacy Concerns: Ongoing concerns about data privacy and misuse.
- Content Overload: High volume of content can lead to important posts being overlooked.



YOUTUBE OVERVIEW

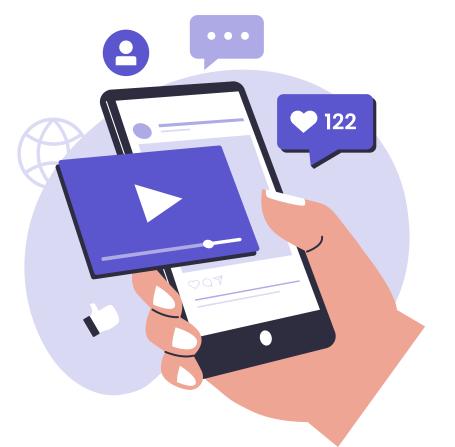


KEY FEATURES

- Long-Form Videos: Ideal for tutorials, vlogs, webinars, and educational content.
- Channels: Users can subscribe to channels to follow their favorite creators.
- Playlists: Organize videos into collections for easier viewing.
- Live Streaming: Allows creators to broadcast live events or sessions.
- Comments: Users can engage with content through comments and discussions.

DEMOGRAPHICS

- Wide age range, with particular popularity among 18-49-year-olds.
- Used globally, making it accessible to diverse audiences.





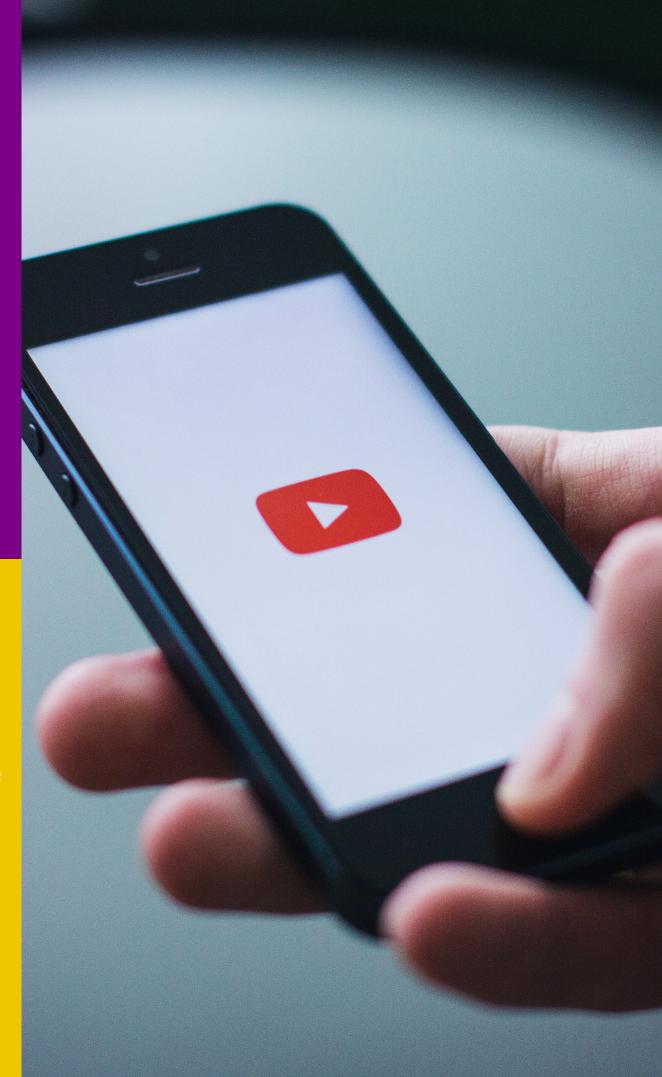


STRENGHTS

- Educational Content: The platform is a go-to source for tutorials, lectures, and educational videos.
- Search Engine Power: As part of Google,
 YouTube videos often rank high in search results.
- Evergreen Content: Well-made videos can remain relevant and continue to attract views over time.

WEAKNESSES

- High Production Effort: Creating highquality video content can be timeconsuming and resource-intensive.
- Content Saturation: With vast amounts of content uploaded daily, standing out can be difficult.
- Comment Moderation: Managing comments and community interaction can be challenging, especially for larger channels.



TIK-TOK OVERVIEW

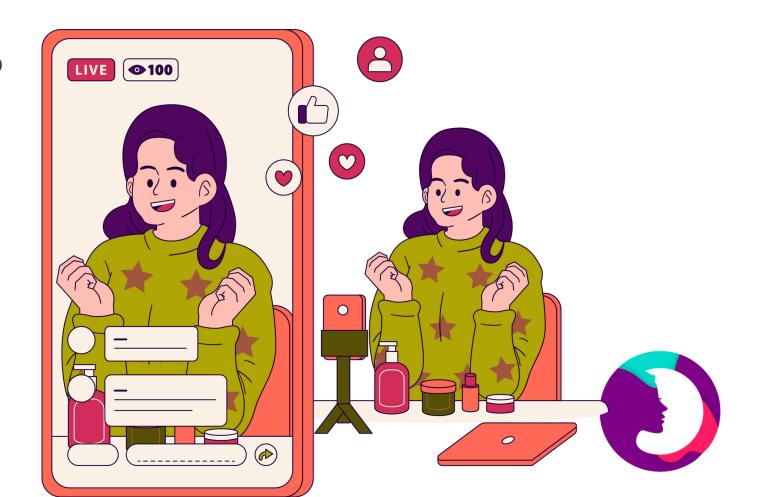


KEY FEATURES

- Short-Form Videos: Videos up to 3 minutes (popular content is usually around 15-60 seconds).
- For You Page (FYP): TikTok's main feed, driven by a powerful recommendation algorithm.
- Challenges: Users participate in trending challenges, often using specific songs or themes.
- Duets and Stitches: Allows users to collaborate or respond to other users' content.
- Filters and Effects: Various tools to enhance videos creatively.

DEMOGRAPHICS

- Dominated by younger users (13-24 years old).
- Increasing popularity among older demographics (25-44 years old).





STRENGHTS

- Viral Potential: Content can go viral quickly due to TikTok's algorithm.
- Creative Expression: Encourages creativity and experimentation with content.
- High Engagement: Users spend significant time on the app, leading to high engagement rates.
- Diverse Content: Supports various content niches, from entertainment to education.

WEAKNESSES

- Short Content Lifespan: Content can quickly be forgotten as trends change rapidly.
- Narrow Demographics: Strongly skewed towards younger audiences, which might limit its effectiveness for older demographics.
- Privacy Concerns: There are ongoing concerns about data privacy, particularly for younger users.





ACTIVITY 2.2

Social Media Scavenger Hunt







ACTIVITY 2.3.

Social Media Risks and Safety measures









Main safety issues on Social Media

INSTAGRAM

FACEBOOK

TIKTOK

YOUTUBE

Privacy breaches

Cyberbullying

Influencer pressure

Misinformation and Fake News

Data Privacy

Scam and Phishing

Risky Challenges and Trends

Privacy Invasion

Inappropriate Content

Copyright issues

Scams

Hate speech in comments



ACTIVITY 2.4.

Creating a persona





What is a persona?



- A persona is a fictional profile, based on your ideal, real audience. It is created based on previous research and real-life insights.
- It describes their background, needs, goals, challenges, habits, behaviours and motivations, so you can understand them better and create content that will connect with them

It helps you:

- See the world from their perspective
- Choose the right platform and format
- Communicate in a way they understand and connect

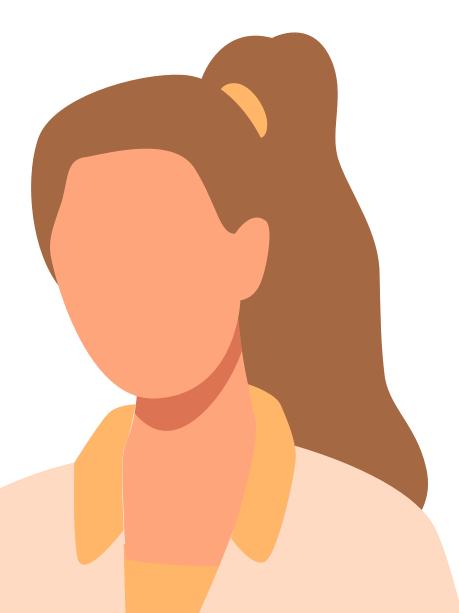






Persona example

- Name: Olena
- Basic facts: 35 Ukrainian, arrived 4 months ago, lives with her teenage son. Speaks Ukrainian, basic Polish, some English.
- Digital profile & devices: iPhone (mid-range model) with prepaid SIM; occasional free public Wi-Fi.
- Digital skills: Intermediate can use Facebook, Instagram, Telegram, YouTube; comfortable downloading apps; not always confident about privacy settings.
- Daily routine & time online: Works part-time at a local shop, online mostly during lunch breaks and evenings (1–2 hours total).
- Goals & motivations (top 3): Improve local language skills (Polish), Find job opportunities and vocational training, Stay connected with friends and family in Ukraine, Keep informed about local events and community resources
- Challenges (top 3): Limited local social network, Uncertainty about trustworthy online information, Concerns about online scams and misinformation, Sometimes struggles to navigate government websites in local language





Persona example

- Trusted sources & networks: Ukrainian community Facebook groups, Telegram channels from NGOs,
- Content preferences: Short, informative videos (1–3 mins) with Ukrainian subtitles, Infographics with simple icons and minimal text, Step-by-step visual guides, Positive, encouraging tone
- Privacy & safety concerns: Avoids posting personal location in real time, Shares photos selectively, mostly with close friends/family, Wants to keep personal and work life separate online
- Top 2–3 platforms they are likely to use: Instagram (follows Ukrainian diaspora pages, local events, job announcements, cooking/DIY content), TikTok (language tips, life hacks, motivational videos, news summaries)

Content ideas:

- 1. Instagram Reel in Ukrainian: "3 Free Local Events This Week" with photos and subtitles.
- 2. TikTok video (under 30s): "Simple Polish Phrases for Shopping" with text on screen.
- 3.Instagram Story highlights: "Help for Ukrainians" with resources for housing, jobs, and language courses.





QUESTIONS FOR REFLECTION

- What new insights did you gain about your target group while creating the persona?
- How does thinking from the persona's point of view change the way you plan content?
- What steps can you take to ensure your content is respectful and culturally sensitive?





Empowering Refugee & Migrant Women through Creative Methods and Digital Literacy



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project no. 2023-1-PL01-KA220-ADU-000156610

More info about the project: https://www.remcreadwomen.eu/





through Creative Methods and Digital Literacy

"STOP DREAMING AND START DOING"

