

## SOCIAL MEDIA ENGAGEMENT CHALLENGE

**1. Name:** Social Media Engagement Challenge

**2. Objectives:**

- To improve their knowledge and skills on social media
- to effectively use social media platforms to share their interests, connect with others, and engage in meaningful discussions
- To enhance the ability to use the social as an effective tool in real life
- To share and find information and news about the job market on social platforms
- To learn how to share their competences in order to improve attractiveness on the job market

**3. Target group:** young adults from 18 to 24, who are not engaged in education and training/ up to 20 participants

**4. Duration:** 2 hours 20 minutes

**5. Materials need:** Device, Social Media Accounts, Internet Connection, Notebook/Journal, Camera(useful for capturing photos and creating visual content to share on social media), Image Editing Apps, Time Management Tools, Analytics Tools

**6. Instructions:**

**Step 1: Introduction and Setup- 20 mins**

- Introduce the workshop to the participants, explaining the importance of effective social media engagement for personal branding, networking, and sharing ideas. Ask each of the participants to share a success story achieved by capitalising on the potential of social media. **(10 mins)**
- Make the participants carry out some research on the platforms available or the ones they find most useful for themselves (e.g., Facebook, Instagram, Twitter, LinkedIn). Discuss the results of the research together and explain the goals of the challenge. **(10 mins)**

**Step 2: Platform Selection and get to know each other - 33 mins**

- Encourage participants to choose two social media platforms they are comfortable with or interested in exploring. Emphasize that they can choose platforms that align with their personal or professional goals. **(3 mins)**
- To make sure that all the participants will be included and a connection between them will be formed, they have to exchange the accounts of the platforms they prefer using. If any of them does not have the given platform, they have to create an account and thus all participants will be connected in all the selected platforms. **(15 mins)**
- The group participates in a game. The rules are: Each person has to remove their name display and then everyone chooses a member of the group.

Each person asks the person they have chosen the following questions: What's my name? What do you like about my account? Is there anything you dislike about it? **(10 mins)**

### **Step 3: Goal Setting- 20 mins**

- Have participants set clear goals for the challenge (workshop) through meaningful conversations and sharing content related to their interests. For example: increase in the number of followers, raise popularity locally and globally, making your profile more presentable for the job market, etc. (10 mins)
- Discuss the proposed goals and select one or more of them among the more specific, measurable, achievable, relevant, and time-bound. (10 mins)

### **Step 4: Content Creation- 20 mins**

- The participants will be divided into 3 groups and each group will have the task to create social media content. One group should create a post, the second group should create a reel and the third one should make a story. Everything should be posted on the organisation's Instagram account. For the purpose, the participants need to make a video call in one of the chosen platforms and discuss their ideas for creating the content.

### **Step 5: Hashtags and Keywords- 15 mins**

- Each participant has to search for a popular hashtag which fits the content of the workshop. **(5 mins)**
- Participants will be divided into pairs and will have to make the same post on their accounts, one of them will use popular hashtags and the other will not use any hashtags. This will show the importance of hashtags. **(10 mins)**

### **Step 6: Consistency and Timing- 5 mins**

- Highlight the significance of engagement and consistency in posting. Suggest using scheduling tools (Brandwatch) to plan and manage posts for optimal engagement times. (5-10 mins)

### **Step 7: Tracking Progress- 5 mins**

- Participants have to keep a record of their engagement efforts and the impact on their goals by using analytic tools (Sprout Social) to monitor their progress and adjust their strategies accordingly. Have them use the tool for monitoring the hashtag game (5-10 mins)

### **Step 8: Reflection and Learning- 12 mins**

- Encourage participants to reflect on their experiences throughout the challenge. (2-5 mins)
- Have them identify what worked well, what they have learned, and any improvements they can make for future engagement. (10 mins)

### **Step 9: Wrap-up and Discussion- 10 mins**

- Facilitate a discussion on the benefits of effective social media engagement and how they can continue applying their learning. (10-15 mins)

### **Step 10: Certificates or Recognition- 20 mins**

- Everyone fills in the Youthpass certificate assisted by the facilitator. (10 mins)
- Outline participants' growth and efforts in improving their social media engagement skills. (10 mins)

### **7. Suggestions or tips for facilitators:**

- Make sure you're well-versed in the platforms and strategies you're introducing. This will allow you to answer questions and provide guidance effectively.
- Foster an atmosphere where participants feel comfortable asking questions, sharing experiences and insights, and seeking advice from both you and their peers.
- Offer tips on creating engaging content, including the use of visuals, storytelling, and call-to-action elements in their posts.
- Encourage participants to focus on meaningful interactions and valuable content rather than simply accumulating likes and followers.
- If you have relevant examples or success stories, share them to inspire participants and demonstrate the potential impact of effective engagement.
- Stay updated with emerging social media platforms and incorporate them into the challenge, allowing participants to explore new digital landscapes.
- Encourage participants to continue applying the skills they learned beyond the challenge by consistently engaging on social media platforms and nurturing their online presence.
- Establish a mechanism for ongoing communication with participants, enabling them to share their progress, ask questions, and seek guidance even after the challenge concludes.

### **8. Debriefing and Evaluation (questions for the participants)**

- Do you think you will be able to achieve the goals we set at the beginning of the challenge?
- What are the difficulties you have encountered, such as time management, content creation hurdles, negative interactions, etc.?
- How did you overcome these obstacles and what have you learned in the process?

- Who of the participants impressed you the most? Consider content and engagement strategies.
- What do you like about others' content and engagement strategies?
- Do you think you have learnt something that will be useful to you on the job market?
- What do you think about this workshop challenge structure, content, and facilitation?

## 9. Annexes:

### 1) Social Media Scheduling Tools:

[https://www.brandwatch.com/p/social-media-tools/?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=smm-iberia-demo-ppc-prospect-generic-en-exact-phrase&utm\\_content=Exact-TopKeywords /p/social-media-tools/&utm\\_term=social%20media%20scheduling%20tools&cq\\_src=google\\_ads&cq\\_cmp=19335748281&cq\\_term=social%20media%20scheduling%20tools&cq\\_plac=&cq\\_net=g&cq\\_plt=gp&gclid=Cj0KCQjwldKmBhCCARIsAP-0rfwANREhOZW1mm4LiSkCb9xfyHHK07bIp2t\\_WeL-ZU3qP76N4wB8KdAaAjAvEALw\\_wcB](https://www.brandwatch.com/p/social-media-tools/?utm_source=google&utm_medium=cpc&utm_campaign=smm-iberia-demo-ppc-prospect-generic-en-exact-phrase&utm_content=Exact-TopKeywords /p/social-media-tools/&utm_term=social%20media%20scheduling%20tools&cq_src=google_ads&cq_cmp=19335748281&cq_term=social%20media%20scheduling%20tools&cq_plac=&cq_net=g&cq_plt=gp&gclid=Cj0KCQjwldKmBhCCARIsAP-0rfwANREhOZW1mm4LiSkCb9xfyHHK07bIp2t_WeL-ZU3qP76N4wB8KdAaAjAvEALw_wcB)

### 2) Analytic tools - Sprout Social

[https://sproutsocial.com/it/features/social-media-analytics/?\\_gl=1\\*s4sua\\*\\_ga\\*aUtBMzNRRHprX3lXcEhPa2gwRXdpNGtCNTJNSEVrRVhiNHIFMnFMV2psbk5RYVhXVU1lIOC1vSXdpeFZlemU5RA..\\*\\_ga\\_WY9TEC8W6X\\*MTY5MTY2OTE2NS4xLjEuMTY5MTY2OTE2Ni4wLjAuMA.](https://sproutsocial.com/it/features/social-media-analytics/?_gl=1*s4sua*_ga*aUtBMzNRRHprX3lXcEhPa2gwRXdpNGtCNTJNSEVrRVhiNHIFMnFMV2psbk5RYVhXVU1lIOC1vSXdpeFZlemU5RA..*_ga_WY9TEC8W6X*MTY5MTY2OTE2NS4xLjEuMTY5MTY2OTE2Ni4wLjAuMA.)

## 10. Sources of knowledge:

### 1) Content Creation Guide:

<https://www.benchmarkemail.com/blog/the-ultimate-guide-for-content-creation/>

### 2) Youth Pass

<https://www.youthpass.eu/en/>