

# FUNCTIONALITIES OF SELECTED WEBSITES (FACEBOOK, INSTAGRAM, GOOGLE, TWITTER) AND EDUCATING ADULTS HOW SAFELY AND FULLY USE THESE WEBSITES FOR THEIR NEEDS

# SCENARIO II



Co-funded by the European Union



EADER



**PARTNERS** 





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# I GENERAL INFORMATION



### Time:

4 clock hours (4x60 minutes to implement module 1)

### Recipients of the workshop:

The recipients of the workshops are adults aged 45-70 who are members of the Universities of the Third Age, Senior Clubs, libraries, community centers, thematic circles or other places associating the elderly. The scenario can be used by the elderly, who often have barriers to showing emotions and creative behavior, and all people related to adult education.

### Number of participants:

Workshop group for 10 people of both sexes. You can also conduct a workshop in a smaller group of at least 6 people, depending on the premises, but not more than 14 people.

Proposed techniques / methods of work:

- talk,
- presentation,
- practical exercises,
- explanation,
- observation,
- discussion.

# **GENERAL INFORMATION**

### Equipment/Facilities used:

- Telefon,
- Facebook app,
- Messenger app,
- Google,
- Tweeter,
- Instagram,
- a computer equipment /laptop,
- projector,
- the Internet.



# Purpose of the classes

Information for the trainer

On completing the classes, a participant shall:

- be able to create an account on Facebook, Tweeter, Instagram,
- be able to configure an account on Facebook, Tweeter, Instagram,
- be able to add a profile photo to their account on various social media sites,
- be able to add a background photo,
- be able to search for friends and add them to their account,
- be able to add posts,
- be able to set up their own email and make use of gmail mailbox,
- be able to use a gmail calendar, googlemaps.



# II Course of classes

4 x 60 min

- Introduction to classes 20 min talk
- Practical workshop 60 minutes
- 10-minute break
- 20-minute follow up exercises
- Practical workshop 60 min
- 20-minute follow up exercises
- Questions and answers 10 minutes
- Summary with evaluation: 20 minutes

Assuming the implementation of 1 module, each module is additional min. 3 hours of work



#### List of digital competences acquired during the classes:

- Understanding social media;
- Social media literacy;
- Knowledge of media diversity;
- Using applications which facilitate functioning in adult life;
- Creating posts;
- Adding photos;
- Being in touch with others via social media;
- Ability to use tools enabling video conversation, chat, voice messages in order to maintain relationships and build active forms of communication;
- Ability to establish relationships and communicate online, caring for their own privacy and security;
- Ability to consciously build its image on the Web while maintaining privacy.



# III. The content

Part 1. Introduction to the subject

The main goal is to strengthen the competences in the use of social media by adults, including the elderly. It is a 21st century skill that is needed both in private and professional life. Social media is also one of the tools for activating the elderly during the COVID-19 pandemic. The restrictions related to the COVID-19 pandemic have limited the functioning of the entire society. For organizations dealing with social activation of for example the elderly, this meant the suspension of existing activities.

Social media are websites that enable users to exchange messages and post content that is visible to individuals, groups of friends or wider social networks. One of the most famous and used social media platforms is Facebook, which has the highest number of users, both individual and companies and organizations. Facebook as a social platform gives the possibility of posting, adding photos, sharing content and commenting on them. Additionally, it can serve as a tool for creating open or closed groups in which their members communicate with one other.

So far, social media platforms have been created mainly for young people, but the structure of the Internet and social media users is changing, e.g. the number of users aged 60+ is growing. As a result, elderly people also began to be perceived as active members of social platforms not only by companies but also by organizations working for them. Being active on social networks allows elderly people to maintain their existing social network, which may be more difficult due to their mobility limitations. In addition, social media allows them to stay in touch with their family, often living far away from them.



#### We shall start with the Facebook and Messenger module:

The lecturer explains to the workshop participants what the social networking site Facebook is and what it is used for. He/she explains how to set up an account on the social network Facebook and how to use Messenger. He/she explains the pros and cons by presenting the largest social network in the world.

Facebook - in addition to being a platform for individual users - is also a communication tool between entrepreneurs and customers and between public entities, politicians and the public. Social platforms allow you to create your own brand, establish contact with consumers or convince recipients. In addition, they prove to be particularly useful when it comes to communication in the face of catastrophes or other unexpected events since they might be used as a tool for spreading news, facilitating communication with citizens in the event of a disaster such as fire, hurricane or flood, as well as current pandemic situations. Moreover, there is an increasing use of social media by national or regional authorities to communicate with their constituents, maintain relations with them or even provide them with social services. Residents' life can be easier and expanded with their own resources, and their knowledge and experience used to create socially innovative services.



Questions to ask:

- What do you know about the social networking site Facebook?
- What do you know about Messenger?
- Do you have friends, family members who use Facebook and Messenger?
- What does Facebook mean for you globally?

The lecturer summarizes the discussion.

#### Feedback and summary:

Having a profile on a popular social networking site is now desirable and often required. Social media users share their private information and photos with others without realizing that any of their posts could be used against them. It is very easy to set user preferences, build their social profiles, and then use that information to gain their trust, obtain other personal information, and find the data that attackers want to intercept.



The Facebook social network is a website available to any user who has previously created an account on it. In some cases, such a portal brings together millions of users, allowing them to communicate more easily and develop their interests. In addition, one can meet new people, join groups according to their interests, use educational websites or proven information.

**Social media** are mainly associated with websites such as Facebook, Instragram, YouTube or Twitter. However, their definition is much broader and also includes discussion forums, dating applications (Sympatia, Tinder, Badoo), blog platforms (WordPress, Blogger), instant messaging (Gadu-Gadu, WhastApp, Snapchat) and online games. The most common definition, developed by Andreas Kaplan and Michael Haenleinen, defines social media as: a group based on web-based application solutions that are based on the ideological and technological foundations of Web 2.0 that enables the creation and exchange of usergenerated content.

Social media are places on the web where one has the opportunity to publish content, making contact with other people, and thus building a certain community or belonging to it.





Features of social networking sites and applications:

- Possibility to create a personal profile,
- Possibility to publish own content in the form of text statuses, graphics, links, video materials,
- The ability to interact with other users (inviting friends, commenting, sharing content, sending and receiving private or group messages, etc.)



Every second person in the world uses social media.

#### Remember!

Trivia

What you post on social media stays there forever!

Questions to ask

 What is the difference between a discussion forum and a social networking site? Do you know?

#### Summary

In a discussion forum, one usually talks on a specific topic with users who are registered there exchanging views, counter-argumenting, discussing, asking, verifying their opinion. The social networking site allows users to access many basic points of interest, such as communicating with loved ones, friends or even strangers. There is no specific topic. However, there are dedicated groups that one can join and also discuss, or rather express their opinion.



# Part II - Module 1

#### Workshop part

- Creating a Facebook account
- Adding a profile picture
- Adding a background photo
- Finding friends and adding them to a group of friends
- Chat
- Adding the first post on board
- Create groups.



### Creating a Facebook account

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### WORKSHEET 1 Creating a Facebook account

- Go to facebook.com and click Create New Account.
- Enter your full name, email address or mobile number, password, date of birth, and gender.
- Click Register.
- To complete the account creation, confirm your email address or mobile number.

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### WORKSHEET NO.2 Adding a profile picture\*

- Log in to Facebook.
- Go to your profile by selecting **your web name** or by clicking the **profile icon** in the application menu.
- Click or tap on the large round profile picture to upload one.



A window will appear where you can choose + Upload a photo to select an image file from your computer. A menu will appear in the app where you can tap Select Profile Photo or Video to select a photo from your device.

If you are using the app, you may need to select Allow Access to allow Facebook to access photos from your device.

- Select the photo you want to use and then press **the Edit button** if you want to crop or add frames to customize the view. Then click **Save**.
- Select **Set Temporarily** button to set this photo as your profile picture for only one hour, one day, one week or a custom time slot.
- Select a new profile picture from your profile to view it (you must tap View profile picture in the app). Then click or tap the globe under the name to adjust the audience. You can select Public, Friends, Friends except ..., or Specific friends.

\* https://pliki.wiki/blog/jak-zalozyc-konto-na-facebooku-i-zabezpieczyc-swoj-profil/jestem".

### WORKSHEET NO. 3 Adding a background photo\*

- In your website profile, use the cursor to hover the cursor over the upperright corner and select Add / Update Cover Photo. In the app, tap Edit in the lower right corner of the cover photo area.
- Choose Upload Photo from the drop-down list to select an image file from your computer. In the app, tap Select Profile Photo or Video from the menu that slides over.
- If you don't have a cover photo, click or tap Select Image to view your Facebook cover photo library. You can also select Create Collage to combine multiple photos into one.
- Use the cursor (website) or finger (application) to drag the photo up or down in the photo area for the cover to center it the way you want. Then press Save Changes.
- A perfect Facebook cover photo should be 820 by 312 pixels for viewing on a desktop computer and 640 by 360 pixels for viewing on a mobile app.
- You cannot adjust the audience of cover photos because cover photos are always public. So use a photo that you don't mind sharing with the world, or delete it. On the website page, go to: Update Cover Photo> Delete ...> Confirm. In the app, click Edit> three dots> Delete Photo.



\* https://pliki.wiki/blog/jak-zalozyc-konto-na-facebooku-i-zabezpieczyc-swoj-profil/jestem".

### WORK CARD NO. 4 FRIENDS ON FACEBOOK

Searching for friends on Facebook with using the search engine. To find and add a friend:

- Click the search bar in the upper left corner of any Facebook page.
- Enter your friend's name in the search bar and click **Q**.
- To send the person a friend request, click in their profile picture. For some people, the option in the profile photo may not appear due to privacy settings.

#### Limits of sent invitations to a group of friends

You can have up to 1,000 sent invitations waiting for a response. If you send more, the oldest will be deleted.

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Then go in on your friend's profile.

- You can start a conversation chat on Messenger
- The Chat Icon is on the right side of the portal
- You can also search for the person you want to talk to in the 'Search in Messenger' option



Editing the first message that allows you to establish a contact and adding a person to list of friends.





#### View of the window for publishing the post

Describing the various options for posting on the board, then entering a simple text and publishing it.





#### EXERCISE NO.1 FACEBOOK

Create a Facebook group dedicated to the topic that interests you. Invite other users to the group. Additionally, place a post on the group and add a background photo.

A Facebook group may allow you to contribute to message boards, comment on content you post, and communicate. It works great as a tool supporting project work. You can use the option of sending bulk messages.



#### EXERCISE NO.2 FACEBOOK

Based on the guidelines contained in the presentation, inform your friends, i.e. publish on your Facebook board that your grandson or granddaughter was born.

Write some information about your grandson / granddaughter in the post: what time was she/he born, how much she/he weighed, how much she/he measured. You can also add her/his name or your emotions connected her/his birth.

You can also add a photo.



#### EXERCISE NO.3 FACEBOOK

Add your profile picture or change the current one. Choose the ones you like best. Tip: try to add a sharp photo in which you are alone. It will be a great help for your friends if they want to find you on Facebook and to add you as a friend. Add your background photo.

The photo can be anything you like, it can be a quote, photo with family, landscape, nature, etc.



#### EXERCISE NO.4 FACEBOOK COMMUNITY GROUPS

Join 4 Facebook social groups of your choice.

It can be a group, e.g. active seniors, flower lovers, garden dreams, etc.

How to join a group: try to "like" a post in the group or add a comment to the existing information.



#### EXERCISE NO.5 FACEBOOK

CREATE an event POST.

Based on your professional (or personal) experience, create a fully correct post about an event or a competition. Tag your post with hashtag #event so that more people can find out about it.



#### Part 3 - Module 1

#### Summary of tasks and evaluation

Summing up, we tell participants about the endless possibilities that Facebook offers us, we refer to interest groups, websites on various topics and the possibility of participating in discussions.

The basic threat that we have to take into account is:

- Collection of data about users (digital dossier, i.e. CV). These include information such as: places of residence, education, work performed, contacts, statuses, photos, liked pages or links. All these data can be used against those who publish them.
- Collecting historical data, previously published, may also be used unfavourably.
- Face recognition (often used on Facebook and other websites by tagging friends on photos). Photos can also be used to mark geographic locations, items, and other features.
- Identity theft hijacking profiles and spoiling reputation. Phishing social engineering tactics to extract secret information from users.
- SNS aggregators (social networking service), duplicating a social portal are a way of obtaining or extracting information.
- Viruses and worms these are XSS (cross site scripting) threats.
- Spam, i.e. unwanted messages and advertisements.
- Difficulties in completely deleting social media accounts can be used to obtain user data. Even if the profile is deleted, a copy of this data remains because it is stored on an external server.
- A particularly annoying threat is frequently used possibility of routine bullying by sending offensive messages, blackmailing and harassing users and people.
- When it comes to online security, the user has the greatest role to play. It depends on them what and how much information they make accessible. Therefore, prudence is advised not to become the target of attack or hatred.\*

**\*Source**: Elżbieta Fim "Zajęcia w zakresie zdobywania kompetencji cyfrowych dla wszystkich osób, które chcą się rozwijać i poszerzać swoje kompetencje w zakresie funkcjonowania w sieciach społecznościowych"

#### Summary

Social networking site - it is used to build social networks and social relationships that are based on similar interests, shared professional or private life, etc. It enables contact with friends and sharing information, interests, etc. The variety of social networking sites currently available on the Internet creates a challenge to create a single definition, however, there are some common features: social networking sites are based on web applications; user-generated content is the lifeblood of portals; users create their own profiles; social networking services facilitate the development of online social networks by linking the user's profile with other people or entities with similar interests or to some extent related to them.

Facebook Messenger - instant messenger created by Facebook. It is used to send messages, photos, videos, stickers and other files, it also allows you to respond to friends' messages (i.e. reactions) and interact with bots. The service also allows for voice calls (also group calls) and video calls.\*



## Part II - Module 2.

Workshop part

- Using Google search engine
- Setting up a gmail address
- Using a google calendar
- Using googlemaps

#### **GOOGLE SEARCH**

The ability to search for information is crucial in today's world. Currently, information is most often searched for on the Internet using a search engine. The search engine can throw out many search results related to the term that interests the Internet user in a second. Some of the searches correspond to a greater extent to the information needs of the Internet user and therefore are at the top of the search engine results list.

A search engine is a website that is equipped with appropriate software that allows Internet users to search for information on the Internet.



The most popular search engine in Poland is of course google.pl, which is a clear leader, it is estimated that it reaches about 97 percent of Internet users' visits in Poland from all search engines.

The Google search engine can be compared to such a huge library that you can use at any time - without leaving your home, office, school or car. It collects information posted on the web around the world in order to be able to make it available to readers (Internet users).

Search engines analyze hundreds of factors influencing the positioning of pages and thus create a ranking of the most useful sites. The following factors are taken into account:

- up-to-date content
- the number of occurrences of keywords in the content
- the appearance of related phrases in the content (synonyms)
- the appearance of keywords in headings, lists and titles
- comfort of using the website (e.g. website speed, accessibility for mobile devices)
- source reliability (sites valued by users, sites with a long history)
- links leading to a given site from popular sites (e.g. nationwide portals)

The purpose of the Google search engine is to provide Internet users with valuable information that constitutes answers to their queries.



#### Exercise 1 GOOGLE

Based on the information contained in the presentation, search for the following information in Google:

- What are coniferous tress in Polish forests?
- What is inflation?
- What museums are there in Cracow?
- What interesting attractions are there in Cracow?
- How to make a cheesecake?

Paste the found information into a .doc file and save each file as a separate document on disk.

Use www.google.pl

Questions to ask: do participants use email addresses and what domains do they use?.

Presenting a GMAIL account

A gmail account allows us to send e-mails to our friends, businesses or others. They can have attachments up to 20mb, such as .doc documents, photos and PDF documents.

With this email you will be able to save a backup of your contacts, phone applications and browser tags to your Google account.



#### WORKSHEET NO.1 GMAIL ACCOUNT

Create your own (private) google account.

Send an e-mail to a friend with an invitation to the BBQ, which is to take place next Sunday.

Link to www.gmail.com

Remember to secure your account well, the password should not be too short, it should contain at least one capital letter, at least one number and some special sign, e.g. !, #, \$ etc. Security is the most important thing.

How to do it ?

#### Krok 1. Wybierz typ konta Google

Dla mnie Do zarządzania firmą

Ważne: gdy tworzysz konto Google dla swojej firmy, możesz włączyć personalizację biznesową. Konto firmowe pozwala też łatwiej skonfigurować Profil Firmy w Google, który z kolei pomaga poprawić widoczność firmy i upraszcza zarządzanie informacjami online.

Podczas tworzenia konta Google musisz podać niektóre dane osobowe. Podając dokładne informacje, pomagasz nam chronić Twoje konto i dopasowywać do Ciebie nasze usługi.

Wskazówka: nie musisz mieć konta Gmail, aby utworzyć konto Google. Możesz je utworzyć za pomocą adresu e-mail spoza Gmaila

- 1. Otwórz stronę logowania na konto Google 🗹 .
- 2. Kliknij Utwórz konto.
- 3. Wpisz swoje imię i nazwisko.
- 4. W polu "Nazwa użytkownika" wpisz nazwę użytkownika.
- 5. Wpisz i potwierdź hasło.
  - · Wskazówka: gdy wpisujesz hasło na urządzeniu mobilnym, wielkość pierwszej litery nie ma znaczenia.
- 6. Kliknij Dalej.
  - · Opcjonalnie: dodaj i zweryfikuj numer telefonu powiązany z kontem.
- 7. Kliknij Dalej.

Source : https://support.google.com/accounts/answer/27441?hl=pl ,downloaded: 6.06.2022

#### Account created, time for the next stage of the exercise - composing an email:

- In the upper left corner, click the Create button, a new message pops up.
- The first line shows from whom the message is being sent (our email).
- In the next one, we enter to whom we want to send it by providing a full email (eg jakowalski@gmail.com).
- The next line is the subject of the message (e.g. invitation, presentation, reminder).
- The largest box is the message itself. By clicking on it, we start composing the correct message that we want to convey.
- If the message is ready, click the "Send" button.



#### Google Calendar

Google Calendar is part of a suite of applications that are linked to each private user's Gmail account. Thanks to it, we plan our tasks, check the upcoming holidays and record doctor's appointments, which we can transfer from the Gmail mailbox with one click. However, the full functionality of this application can be seen in action when we use Calendar with someone else, be it at home or at work as a team.

Basic appointment creation is extremely easy. Open Google Calendar, go to the appropriate date and click anywhere in the time table. The event configuration window will appear. Using it we can:

- Change the type of event,
- Enter the name,
- Set the date and time frame,
- Add members (inside or outside our organization),
- Create a Google Meet videoconference room,
- Book a conference room for the time of the meeting,
- Add any location,
- Describe the meeting agenda in the text field.



#### EXERCISE 2 GOOGLE CALENDAR

#### Change the colour of the calendar

- Open Google Calendar.
- In the "My Calendars" section on the left side, find your calendar.
- Click Options next to the selected calendar
- Choose a calendar colour or click Add Custom Colour

#### Add 3 events to your calendar lasting from 1-6 calendar days:

- Trip to Zakopane 6 days, event colour red
- Integration meeting 3 days, event colour green
- Dentist appointment 1 day, colour of the event



#### WORKSHEET NO.2 GOOGLE CALENDAR

Create your own calendar, add any five events in the coming time (e.g. grandchild's birthday, crocheting classes, medicine purchase, etc.)

Download Google Calendar

Open Google Calendar

If you already have a Google account - log in

#### Setting up a new calendar

- Open Google Calendar on the computer.
- On the left, next to the "Other Calendars" section, click Add Other Calendars. Create a New Calendar.
- Add a name and description for the calendar.
- Click Create Calendar.
- If you want to share a calendar, click it in the left bar, then select Share with selected people.

Tip: Once you create and share a calendar, you can schedule events for it.

#### Finding calendars you've created

- Open Google Calendar on the computer.
- Find a list of calendars you have created in "My calendars" section on the left side.
- To show or hide the events of a given calendar, click its name.
- To remove a calendar from the list, click Options then Hide from list.

#### Editing the name of the calendar

- Open Google Calendar.
- Find your calendar in "My Calendars" section on the left side.
- Next to the selected calendar click Options, Settings & Sharing.
- Select a new name in an upper box

#### WORK CARD NO. 3 GOOGLE CALENDAR

Share your goggle calendar or calendar event with anyone. Practice tasks on both users with and without a gmail account.

#### Remember:

To share a specific calendar, just expand its menu on the right and click "Settings and sharing". There you will find several options, including:

- the possibility to share the calendar with another person by typing his e-mail;
- the possibility to share the calendar publicly (everyone who received the link will be able to see it).

Other google applications for Travellers. The google map comes in handy in the city and out of town travel.



#### EXERCISE 3 GOOGLE MAPS

**Google Map** is an application or a tool from Google company, which gives the possibility of, among others: viewing maps, surface of the earth, viewing maps from the street level, setting routes to places and viewing basic information about companies as well as attractions and places that have been added by users.



EXERCISE NO 4 GOOGLE MAPS

Plan the route using Google Maps application from the Cracow Barbican to the Wawel Royal Castle.

The means of transport shall be a car. What will be the travel time, or will there be any traffic slowdowns along the way.

Evaluate how much faster it would be if we covered this route on foot?

What is the difference as far as the distance is concerned?

#### Part II - Module 3.

Workshop part

- Creating an account on Tweeter and Instragram
- Use of Tweeter and Instragram

#### TWITTER - mini lecture

Twitter is a social networking site that relies on the exchange of short text messages called tweets. We can attach photos (even several to one tweet) and links to websites to these messages. A single tweet cannot be longer than 140 characters, and any photos, usernames or links attached to it count towards this limit.

Twitter is referred to as a microblogging service, and thus can act as an internet journal. However, nothing prevents us from treating Twitter as a combination of a blogging system with a global communicator that allows the exchange of opinions between people who are interested in related topics.

Tweets are arranged chronologically (at least in theory). A user can switch to notifications from the stream view, where they can check who or who talked about them, and who liked or retweeted their message. Additionally, there are also private messages and a few other options.



Twitter is a social networking site that has different rules than Facebook. When creating an account on Facebook, you are looking for friends, colleagues from work, a schoolmate or people you met somewhere. It's different on Twitter. You don't follow your friends, neighbours, primary schoolmates or your ex-boss on Twitter. On Twitter, you don't "get in touch" with the people you need to be in touch with. On Twitter, you only follow those who deserve it. It is a place for meetings and observation of content, not only for the people themselves.

It's a place for news and topical content. It is here that one talks about current events, it is here that the whole world looks at revolutions and overthrowing governments, it is here that fans enjoy the goals and results of great sportsmen, and it is here that there are emotions. Of course, television, press and online media will also show these topics, they will also rewrite the statement of a politician who posted a short message on Twitter, they will also discuss all these issues.

#### Twitter glossary - useful terms:

Twitter - social network. The name is often abbreviated and takes the form of TT or TW;

Twitterer - a person who uses Twitter;

Tweet - A short message on Twitter with a limit of 140 characters. The word comes from the English language and means chirping;

To tweet - write on Twitter;

Hashtag- this is a key word preceded by the symbol #. By clicking on you don't know what information to expect;

Mention- a message addressed to a given user or users;

Private Message, DM - DM stands for direct message. This is a message for one user only. No one else will see it;



#### WORK CARD NO.1 TWITTER

Sign up for a Twitter account. Publish Tweet about the fact that on Sunday a charity concert is taking place in your town during which money will be raised for children from an orphanage.

Website: www.twitter.com

#### Step 1:

- Go to the twister page.
- Click "Register Account".
- Enter all the login details needed.
- Register an Account.

#### Step 2:

Click the "Tweet" button. It is located in the upper right corner of the page if you are using a computer. If you are using a mobile app, "tap" the blue circle with a pen in the lower right corner.



Source: https://www.wikihow.com/Tweet-Someone / 31.06.2022

#### Step 3:

Enter your Tweet. Tweets can be up to 280 characters long, including tags, mentions, and links. If you want to include another user in your answer, enter that person's username somewhere in the response (starting with the "@" symbol). This will notify the user that you have included them in the conversation.

essa	ges 😏	Search Twitte
	Compose new Tweet	×
	Just saying hello! 😂	© Tweet
	Celebrate with balloons on your profile on your day! Get started	big
	tl CoinDesk Retweeted	

Source: https://www.wikihow.com/Tweet-Someone /, 31.06.2022

#### Step 4: Attach the media to the tweet.

Click the photo icon below the text box to insert up to 4 photos.

Click the GIF icon to attach an animated .GIF file.

Click the bar chart icon to add a survey.

Click the pin icon to tag your location.

		Reply to NBA	×
8	NBA © @NBA - 9h PG scored 30 PTS along pic.twitter.com/Fu5p2yX	with 8 REB for the @okcthunder! #ThunderUp 🏶 p7Z	
Replying Very n	g to @NBA and @okcthund ice shot!	der (3	5
		C	
	GIF 🖻 💿	Reply	

#### Step 5:

Click or tap the Reply button. This way you will send the user your reply via a tweet. The tweet will be added to the conversation thread, which you can review by clicking or tapping a date or time next to the original tweet.

	Reply to NBA	×
	NBA © @NBA - 9h PG scored 30 PTS along with 8 REB for the @okcthunder! #ThunderUp pic.twitter.com/Fu5p2yXp7Z	₽
Replyin	g to @NBA and @okcthunder	
Very n	ice shot!	٢
		0
	er 🖻 💿	Reply

Source: <u>https://www.wikihow.com/Tweet-Someone / 31.06.2022</u> Source: <u>https://www.wikihow.com/Tweet-Someone / 31.06.2022</u>

#### Step 6:

Enter the username of the person you want to tweet to. Include the "@" symbol at the beginning of the username (e.g. @wikiHow, @Kasia Kowalska). Depending on where you put your mention, you'll get different results:

To tweet directly to one person, put @username at the beginning of the tweet (before the rest of the text).

For example, if you tweet @wikiHow "hello!", the tweet will be sent directly to @wikiHow. Your followers won't see it in their feeds unless they also follow @wikiHow.

If you want to get the user's attention (or link to their profile), put @username anywhere in the tweet except at the beginning.

For example, if your tweet includes the text "Hello @wikiHow!", @wikiHow will be notified that you mentioned it in the tweet. The tweet will appear in your followers' feeds as normal.

#### Step 7:

Click or tap Tweet to send. All named users will receive a notification that they have been mentioned in the tweet (as long as your tweets are visible to them). To view a list of tweets that other users have mentioned you in, click or tap the bell icon (top on your computer or bottom in the mobile app), then select Mentions.



Source: <u>https://www.wikihow.com/Tweet-Someone / 31.06.2022</u> Source: <u>https://www.wikihow.com/Tweet-Someone / 31.06.2022</u>

#### **EXERCISE NO.1**

#### Comment on TWITT of your choice

#### Step 1

Open Twitter.

By replying directly to someone's tweet, you not only send the tweet directly to that person, but also add your reply to the ongoing conversation.

Your followers won't see your replies in their feeds, unless they are also following the user you are replying to (or visiting the Tweets and Replies section of your profile).

#### Step 2

Go to the tweet you want to reply to. You can scroll through it in your feed or search for a user by entering their username in the search box.

Click or tap the chat bubble icon. It is located below the lower left corner of the tweet. A window appears with a text input field.

If other users replied to this tweet, you could see their replies by clicking or tapping the date or time next to the original tweet.



#### INSTRAGRAM – mini lecture

Instagram is an application and website for sharing photos. A characteristic feature is the square format to which the photos are adapted. As part of Instagram, there are many filters that allow you to make our creativity more attractive.

The name of the application comes from the combination of the words instant camera and telegram. Accounts are held by private individuals, celebrities (most often observed on the platform) and companies that promote their activities in this way. The authors of the most-observed profiles often receive offers to earn some money, e.g. through product placement. They can also sell their photos.

Instagram, like Facebook, has a dashboard where the latest photos of our friends appear. The application allows you to interact with private messages and comments on posts. We can also appreciate photography or film with a heart icon. An important feature of Instagram is the presence of hashtags, i.e. photo tags that define, for example, the place, time, atmosphere or emotions with which we associate the published graphics. English tags will be searched by more people.

Instagram's main functions:

- editing photos with filters and other tools such as captions, stickers or drawings;
- creating collages;
- create a story from photos and videos that disappear after 24 hours
- communicating with friends and sharing our content with them;
- publishing text posts that do not contain photos or videos;
- photo tagging (hashtags), which makes it easier for other users to find the profile.





#### WORK CARD NO.1 Instagram

#### Register your Instagram account.

As with any account, remember to keep it well protected. password should not be too short, it should contain at least one capital letter, at least one number and some special character, e.g.!, #, \$ etc.

#### Link: www. Instagram.com

#### How to register an account:

- Go to the Instagram website
- Click "Register Account"
- Enter all the login details needed
- Register an Account





Source: own study.

#### WORK CARD NO.2 Instagram – POST

#### Add any post on Instagram.

Choose any photo, be sure to include a caption, use # hashtags, embellish the photo, mark the place.

How to add posts[1]:

Step 1. Tap the + icon at the top of the screen.



Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

Click the plus sign and you'll be ready for the next step described below.

Step 2. Select a photo or video from your library or take it in the application. Instagram will show you the photos already saved on your phone. Select one of them that you want to publish. Or you can click the camera icon to take a photo or record a video in the Instagram app itself, if you don't already have the photo you want to use. Once you've selected and cropped a photo (or multiple photo carousel), click the arrow button in the top-right corner of the app.



Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

#### Step 3. Post multiple photos on Instagram.

Do you have multiple photos and want to make them all stand out? Instagram allows you to do this with its carousel feature.



Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

Whenever you want to tap a photo or video, first tap the icon just above the photos on the right, which looks like stacked squares. When you tap this icon in the corner of any photo or video, you'll see a number. This number tells you where the content will appear in the carousel.

#### Step 4. Cropping the image.

On Instagram, you're not limited to just square photos. You can also share horizontal or vertical images. To make the photo more visible, pinch the screen of the photo selected in the Library screen.



Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

However, even though Instagram allows for vertical and horizontal options, photos still need to fit within certain dimensions. Therefore, you may need to crop a small part of the photo to make it fit.

#### Step 5. Select a filter.

Instagram offers 24 filters. By default, the filter will be applied at full power. However, if you want to reduce the intensity of the filter, double-click the filter's tile after applying it and a scale selector will appear which will allow you to reduce the effect.

You can also tap the magic wand at the top of the screen to further customize the photo.



Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

#### Step 6. Edit your photo.

You can also click "Edit" at the bottom right to adjust the photo to your preferences.



Sources: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

Editing options that are built into Instagram:

Adjust - Helps to subtly rotate a photo along the median plane, giving it a left or right tilt according to the linear scale at the bottom of the screen.

Brightness - helps to lighten or darken an image. Just move the selector left to make it darker or right to make it brighter.

**Contrast** - Use to increase or decrease the colour intensity of the image. Drag the selector left for less contrast (darkening effect) or right for more contrast (more intense effect).

**Structure** - helps to add to the image an effect close to HD quality, emphasizing the individual details of the photo. Drag the selector to the right to make the image crisp.

**Warmth** - allows you to adjust the temperature of the photo. Drag the selector left to increase the amount of cool tones in the photo, or drag the selector to the right to increase the amount of warm tones in the photo.

**Saturation** - allows you to adjust the colour saturation of the photo. Drag the selector left to desaturate the image (all the way to the left if you want a monochrome look), or drag the selector to the right for highly saturated colours.

**Dropout** - This feature reduces the amount of black in the image to create an "aged" photo effect. Just drag the selector to the right for a greater amount of blanking.

**Lights** - lets you control the intensity of the lights in the image. Dragging the selector left will dim the highlights in the image, while dragging the selector right will brighten them.

**Shadows** - lets you control the intensity of the shadows in the image. Dragging the selector to the left will darken the shadows in the photo, while dragging the selector to the right will lighten the shadows in the photo.

**Vignette** - Darkens the corners of the image, leaving a circular shape in the centre. Drag the selector all the way to the right for the most dramatic vignette.

**Highlights -** allows you to control the intensity of the backlight in the image. Dragging the selector left will dim the highlights in the photo, while dragging the selector right will brighten them.

#### Step 7. Enter your signature.

Be creative and write an interesting caption for your photo. Since text can help optimize your Instagram search post, writing something can only benefit you.

$\leftarrow$	New Po	ost	~
	Write a cla	aluan_	
Tag P	eople		
Add L	ocation		
Las Ve	igan, Nevada	Enterprise, Novada	Boogculan Dauis Bolton
Add F	undraiser		
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0			-
Faceb	iook		00
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Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

#### Step 8. Use hashtags to optimize your post.

Thanks to the search function on Instagram, users can search by hashtags, i.e. the # sign. So you should make sure to enter the correct hashtags in your signature. If someone searches for a hashtag you put in your caption, they might find your post as well as others that contained the same hashtag.

#### Step 9. Mark your friends.

On the new post page, you can click "Tag People" to tag other Instagram accounts in your post. You can also put their ID (or a username that starts with the @ symbol) in your signature.

#### Step 10. Add your location.

If you are on a nice vacation or an interesting event and you do not want to include this information in your caption, you can mark where you are in another way. On the new post page, tap "Add Location" to add the location to your photo (which will make it easier for users to find the post).

When you post a photo or video with a location, it will appear between your name and the content block in the feed.

#### Step 11. Play with emoticons - emojis.

Emoticons are fun and can make your signature more eye-catching. If you know some relevant emotes that might be relevant to your post, include them in your caption. For example, if you are posting a vacation photo, you can include a palm tree or a plane + in your caption to show that you have flown somewhere.

#### Step 12. Share the post on other social media platforms.

Finally, if you want to share your content on other Instagram-connected social networks (such as Facebook or Twitter), simply slide the bar from left to right.

Post to Other Accounts	~
0	-
Facebook	
Twitter	
Tumblr	
West and a second second second	

# Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

When you are ready to publish your post, click "Share" in the upper right corner.

#### Step 13. Edit the post.

Just tap on the three dots that appear to the right in front of your name and then tap "Edit".



# Source: <u>https://blog.hubspot.com/marketing/how-to-post-on-instagram</u>, downloaded: 30.06.2022

Make any necessary corrections you need and save them to be reflected on your Instagram. Otherwise, your post is complete and available to everyone.

#### WORK CARD NO. 3 INSTRAGRAM

You want to create an Instagram profile for your friendly organization or business you are just setting up. Prepare your account profile. Describe it in up to 200 words. Also prepare BIO as a unique business card (50 words) and define the purpose of your profile - the main one.

PURPOSE OF YOUR PROFILE

PROFILE - 200 words



BIO – 50 words



#### WORK CARD NO. 4 INSTRAGRAM

If you are already an Instagram user, please specify your level of involvement in the published content. Answer the following questions:

Do you reply to comments and messages you receive?
Do you get engaged in interesting and valuable discussions?
Do you interact with other accounts?
Do you mention other artists you value on your profile and in your stories?
Do you publish content that is valuable to your audience?

# IV End of the workshop (20 MIN.)

The facilitator asks the participants to sit in a circle and each answer the question:

- What did you like the most about today's workshops?
- What will you take for yourself?
- What surprised you the most and caught your attention?
- How did the workshops affect you?
- What things are you going to change in your behavior?

After the participants have finished speaking, the facilitator would like to thank you for your participation in workshops and the teacher asks you to fill in evaluation questionnaires.

After taking the questionnaires, the teacher will distribute the diplomas.



# **V** Evaluation Questionnaire



#### FUNCTIONALITIES OF SELECTED WEBSITES (FACEBOOK, INSTAGRAM, GOOGLE, TWITTER) AND EDUCATING ADULTS HOW SAFELY AND FULLY USE THESE WEBSITES FOR THEIR NEEDS

DEAR PARTICIPANT/DEAR PARTICIPANT, WE HOPE THAT THE WORKSHOP WAS INTERESTING FOR YOU AND YOU COULD LEARN MANY INTERESTING THINGS. WE WANT TO RECEIVE FEEDBACK FROM YOU, SO WE WILL BE VERY GRATEFUL FOR YOUR TIME AND FOR COMPLETING THE QUESTIONNAIRE BELOW. THE QUESTIONNAIRE IS ANONYMOUS.

1. DID THE WORKSHOPS ALLOW YOU TO GAIN SKILLS THAT WILL BE USEFUL IN EVERYDAY LIFE?

DEFINITELY YES RATHER YES RATHER NO DEFINITELY NO

2. DID THE WORKSHOPS PROVIDE YOU WITH USEFUL TIPS AND TECHNIQUES REGARDING THE FUNCTIONALITY OF SELECTED WEBSITES (FACEBOOK, INSTAGRAM, GOOGLE, TWITTER)?

DEFINITELY YES RATHER YES

RATHER NO

DEFINITELY NO

3. DID THE WORKSHOPS PROVIDE YOU WITH USEFUL TIPS THAT CAN BE HELPFUL IN YOUR PROFESSIONAL WORK?

DEFINITELY YES RATHER YES RATHER NO DEFINITELY NO

#### 4. WHICH PART OF THE WORKSHOP DID YOU LIKE THE MOST AND WHY?

.....

.....

#### 5. WOULD YOU LIKE TO TAKE PART IN OTHER THEMATIC WORKSHOPS?

YES NO



#### 6. IF YES, PLEASE LIST THE TOPICS THAT WOULD BE INTERESTING FOR YOU.

.....

.....

#### 7. SHARE YOUR REFLECTION AND COMMENTS

.....

THANK YOU FOR YOUR CONTRIBUTION.



# CERTIFICATE

### IT IS CONFIRMED THAT

(FULL NAME)

TOOK PART IN THE WORKSHOP "FUNCTIONALITIES OF SELECTED WEBSITES (FACEBOOK, INSTAGRAM, GOOGLE, TWITTER) AND EDUCATING ADULTS HOW SAFELY AND FULLY USE THESE WEBSITES FOR THEIR NEEDS"

> DEVELOP YOUR CREATIVITY ERASMUS PROJECT NO. 2020-1-PL01-KA227-ADU-095783

WORKSHOP FACILITATOR:

PLACE:

DATE:



Co-funded by the European Union