



Develop Your  
Creativity



# CREATING UP SOCIAL MEDIA ACCOUNTS, CREATING GROUPS AND SOCIAL FAN PAGES



## SCENARIO IV



Co-funded by  
the European Union

LEADER:



PARTNERS:



# Table of Contents

GENERAL INFORMATION	3
• Duration of classes	
• Recipients of the classes	
• Number of contestants	
• Working methods/techniques	
• Materials needed for the meeting	
• Purpose of the workshop	
II INTRODUCTION	6
• Introducing the lecturers/teachers	
• Ice breaker: Group integration	
• Establishing group rules	
• Stages of presenting a mind map	
III MERITICS	10
IV END OF THE WORKSHOPS	60
V EVALUATION QUESTIONNAIRE	61
VI MODEL OF THE DIPLOMA	63

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.

# I GENERAL INFORMATION



## Duration of classes:

5 clock hours

*Lecture about the most used social media platforms in 2022 (2h)*

*Setting up a Facebook account (1h)*

*Setting up an Instagram Account (1h)*

*Setting up an LinkedIn Account (1h)*

## Recipients of the classes:

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 elderly people. The scenario can be used by elderly people, who often have barriers in creating creative forms of communication, 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 conditions, but not more than 14 people.

## Proposed techniques / methods of work:

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

# I GENERAL INFORMATION

## Examples of materials needed to carry out the meeting:

- Telephone,
- Facebook app,
- Instagram app, LinkedIn app,
- a computer equipment /laptop,
- projector
- Internet.





# Purpose of the workshop

Information for the trainer On completing the classes, a participant shall:

- Be able to know which social media networks mostly suit to his/her needs.
- Be able to create an account on Facebook, Instagram and LinkedIn accounts.
- Be able to make difference between Facebook profile, group and page.
- Be able to configure an account on Facebook, Instagram and LinkedIn.
- Be able to add a profile photo to their accounts on Facebook, Instagram and LinkedIn.
- Be able to add a background photo on Facebook, Instagram and LinkedIn.
- Be able to search for friends and add them to their account in Facebook, Instagram and LinkedIn.
- Be able to add posts in Facebook, Instagram and LinkedIn.



## II INTRODUCTION

### Work style

Participants sit in a semicircle and the facilitator takes the place in front of the group. The trainer's task is to prepare seats for the participants of the training in advance.



### Digital competences of a 45 age old + participant:

- Understanding social media;
- Social media literacy;
- Knowledge of media diversity;
- Using applications which facilitate functioning in adult life;
- Adding photos;
- Creating posts;
- Being in touch with others via social media (Facebook, Instagram and LinkedIn);
- Ability to consciously build its image on the Web while maintaining privacy;
- 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.



# The course of the workshop

## 1.1. Introducing the teacher / teachers. Greeting (5 min.)

- First name, Last Name,
- education,
- experience,
- interested.

## 2. Introductions of the training participants (15 min.)

Writing the name on a sticky note and sticking it on the visible part of the clothes. Then, each of the participants, briefly - in one sentence, presents their expectations regarding the training.

## 3. Group rules (25 min.)

The tutor prepares a mind map titled with the topic of the training. It creates 4 main branches from the main topic:

- TRAINING OBJECTIVES
- EXPECTATIONS
- RULES
- TRAINING EVALUATION. TIPS FOR THE FUTURE

(identifying aspects of the training that can be improved in the future).

Trainer hangs the prepared mind map in the training room so that it is visible to each of the participants.





## Stages of presenting a mind map:

1. Presentation of the main goals of the training recorded on a previously prepared mind map.
2. The facilitator asks the participants about their expectations regarding the training and writes them down on a mind map using the activating method: brainstorming.
3. The instructor defines the 3 most important rules that apply during the training. Additionally, the instructor emphasizes the possibility of implementing 1 principle proposed by the training participants.
4. The last point of the mind map is part of the training evaluation. After the workshop, the tutor asks the participants how they evaluate the training and writes down their comments on a mind map.



# III. Lecture about social media

The trainer presents the lecture bellow about the most used media platforms in 2022 and stress on the age and interests of of the users' audience.

## Social media platforms in 2022

With new apps popping up every day, it can be a challenge to figure out which social media platforms will be most valuable for investing adult learner's time. Bellow you will find resume of the 8 social media networks that are the most used ones in 2022. Equipped with this information the adult learners will be able to decide which platforms will be most convenient for them and their needs.

### 1. Instagram

Instagram has more than 1 billion monthly users, which is no surprise considering how the app blends the personal and professional with each new feature.

#### Who uses Instagram?

Long the home of influencers, artists, small and large brands, and everyone in between, Instagram has become one of the most popular social media platforms specifically for teens and younger adults, especially in the USA. Use of the app gradually drops off with age but stays consistent across all genders.

#### What kind of content should you post on Instagram?

Diversity with consistency reigns supreme on Instagram; lush photography, clever trend usage, and selfie-style videos.

#### Why should you set up an Instagram account?

You should prioritize Instagram if your target audience is under the age of 40.





## 2.YouTube

YouTube holds the distinction of currently being the second most popular search engine in the world, right behind Google (its parent company). If are interested to produce brand tutorials, product reviews, instructional content, or guest interviews, then this social media platform is a must. You can monetize your activity in YouTube by creating content. Company's payoff is reaching more than 2 billion monthly users.

### Who uses YouTube?

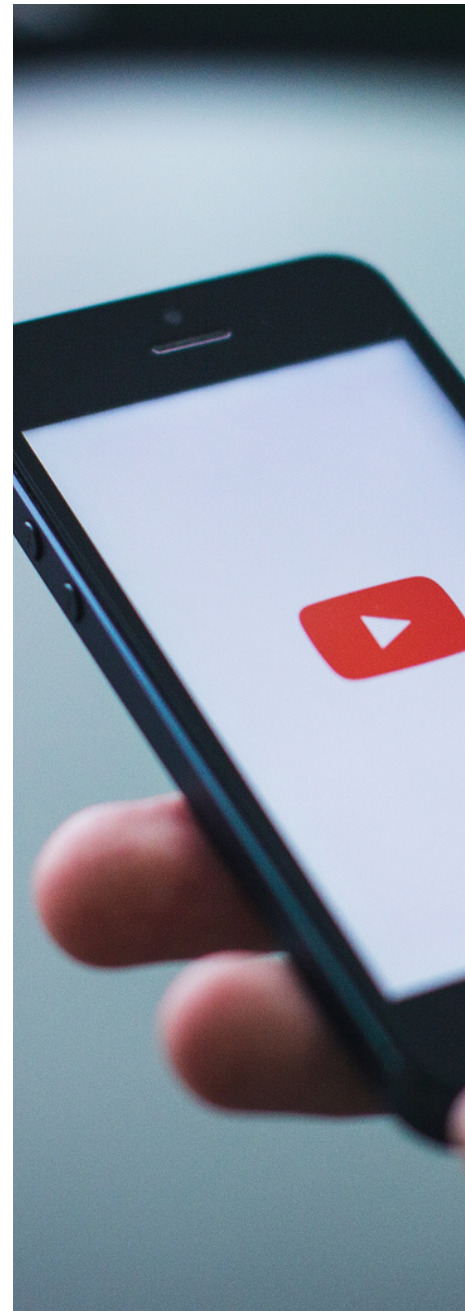
The majority of American adults — 74% to be exact — report regularly using YouTube, with a heavy concentration in the age range of 15 to 35. YouTube is broadly popular amongst all genders, though the men-to-women ratio of users is 11 : 9.

### What kind of content should you post on YouTube?

YouTube is a video-only content platform. Depending on your type of interest, business and what your user demographics are, posting both long-form and short-form video content can work well on this platform. Most viewers tune in for a combination of education and entertainment.

### Why should you set up an Youtube account?

You should create content for YouTube if your audience is below the age of 50, and if your subscribers consume video content for a variety of reasons — like education or entertainment.



### 3. Facebook

With nearly 3 billion monthly users, Facebook is inarguably the largest and most popular social media platform in the world. While that level of proliferation ensures at least some of your audience will regularly use this platform and take in your content, Facebook has developed a somewhat negative reputation among younger users who are increasingly turning to alternative sites.

#### Who uses Facebook?

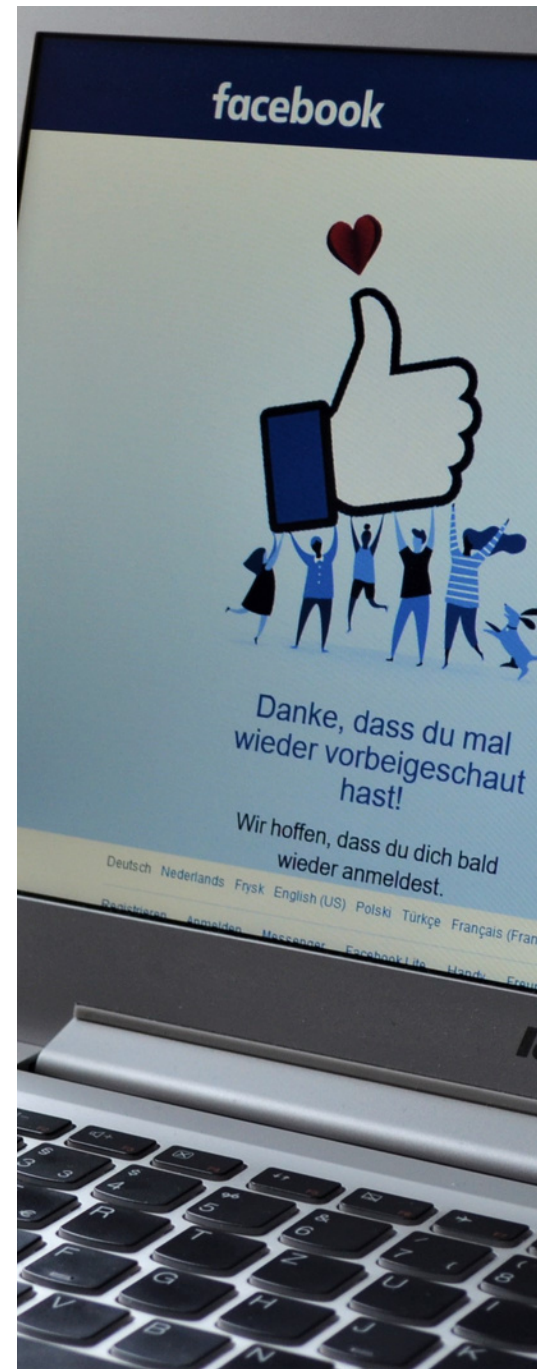
A majority of American adults — roughly 68% — report using Facebook regularly, with 51% being active on the site multiple times per day. General usage is spread evenly across all genders, and most users tend to become more active as their age increases — especially after 40 years of age.

#### What kind of content should you post on Facebook?

Facebook is all about starting a conversation. The most engaging content can also be the most polarizing, thereby more likely to go viral on the site. Focus your content production on short videos and bold headlines to attract an audience. For Facebook groups, interactive content and communal experiences are the way to go; consider live streams and polls to get people interested in what you have to offer.

#### Why should you set up a Facebook account?

Sign up in Facebook if your goal is to reach an adult audience and create an online community around your brand or topics related to your business.



## 4. Twitter

While Twitter's monthly active user numbers have hovered consistently around 345 million for much of this year (2022), 40% of those users are active on the site multiple times daily. The popularity of this social media site remains highest with tech-savvy users and is particularly popular in B2B verticals related to business, marketing, and politics.

### Who uses Twitter?

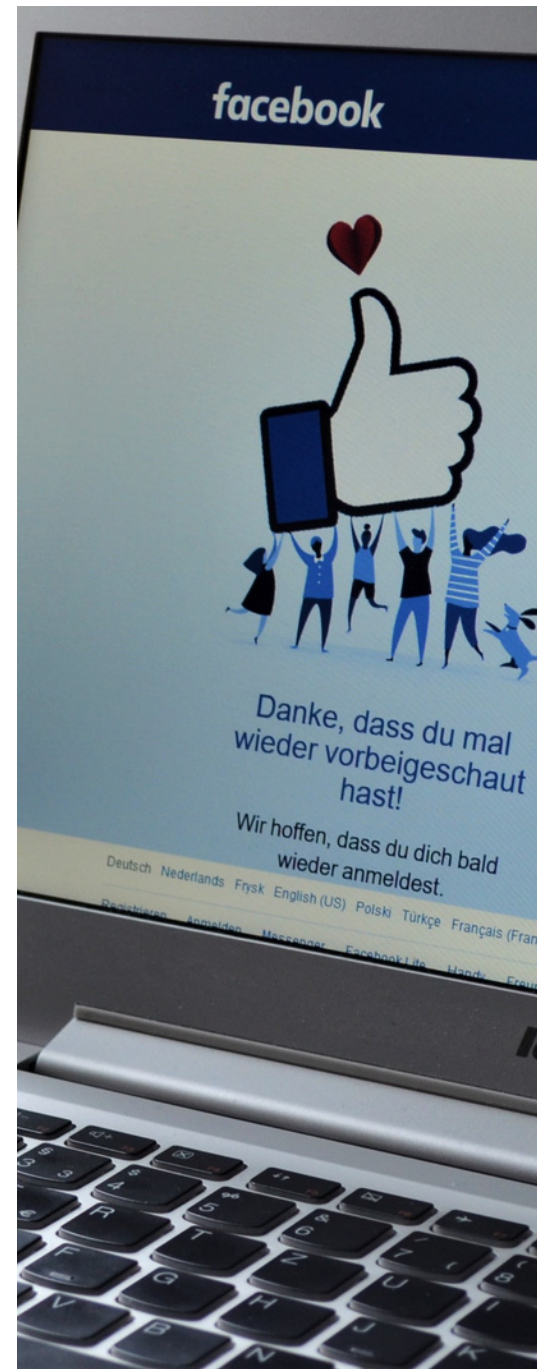
63% of Twitter users are between the ages of 35 and 65, with men making up nearly two-thirds of that audience. The United States alone has 81 million active Twitter users, roughly one quarter of the country's population.

### What kind of content should you post on Twitter?

Twitter has become a popular medium to communicate breaking news, digest bite-sized content, and communicate directly with your audience in real time. A well-timed or especially clever tweet works wonders if you're following along with trending topics and can seize the zeitgeist in time.

### Why should you set up a Twitter account?

Twitter should be a tentpole of your content marketing strategy if you are targeting men aged 30 to 60.





## 5. TikTok

TikTok has been available worldwide since 2018 and currently is garnering over 1 billion downloads of their video-based app during their first year of operation. Today, TikTok consistently has over 1 billion monthly users, which naturally places it among the top-performing social media platforms in the world.

### Who uses TikTok?

Over half of TikTok's American audience is under the age of 35; 48% of American TikTok users are between the ages of 10 and 29. TikTok has a leg up on fostering future creators as younger users are able to download and access this app more easily than with sites like Facebook that were originally created with a restricted age range in place.

### What kind of content should you post on TikTok?

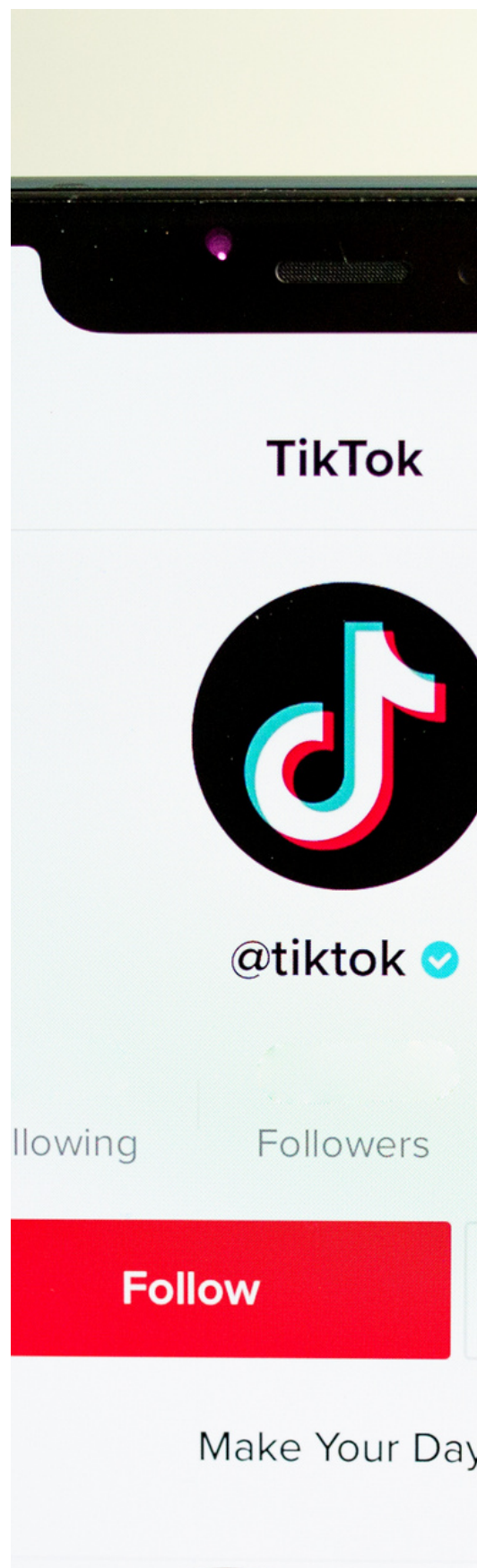
Short-form video content is the only kind of content on TikTok, so it helps to follow the trends of what's most watched and engaged with and stick to those formats until you can develop your own platform-specific voice. Think fun, catchy content that can be replicated based on what you want your follower base to know about.

### Why should you set up a TikTok account?

You may have wondered whether TikTok is for you; whether it's worth your time to join. Just so you know, its popularity is soaring not only among lip-syncing teens but also comedians, athletes, musicians, celebrities, and brands.

Many wildly popular influencers started their successful careers after going viral on TikTok. One example is Charli D'Amelio, who was a competitive dancer for more than 10 years before starting her social media career. Now, with 80 million fans, the 17-year-old is the most followed creator on TikTok.

TikTok works great for anyone with a creative mind. So if you can come up with fun, entertaining ideas, and know how to keep your audience engaged, this platform is for you.



## 6. Pinterest

Pinterest is a social media platform that acts as a bookmarking tool for saving ideas and finding creative inspiration for DIY home projects, recipes, sewing patterns, travel plans, interior design, brand marketing, and everything in between. This platform is often cited as a crucial part of the product discovery journey for customers of many different brands.

### Who uses Pinterest?

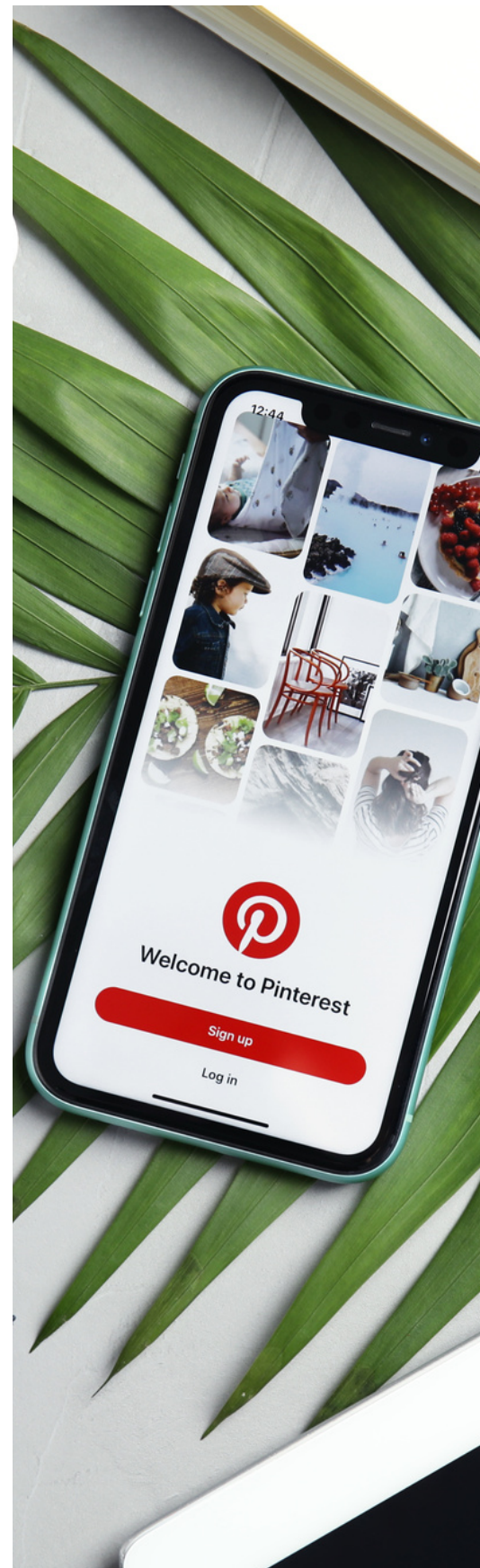
With over 433 million monthly users, Pinterest boasts one of the most concentrated audiences of women across all social media sites. Nearly 80% of their regular users are women, with a fairly even spread across age ranges 18-29 (32% of users), 30-49 (34% of users), and 50-69 (38% of users).

### What kind of content should you post on Pinterest?

Vertically formatted images are the norm on Pinterest, due largely to the style of the platform's feed layout and the users' browsing experience. Polished visuals with clear copy that convey directly what the user will see if they click through generally perform best, especially if they align with common keywords and popular search terms. Lists and quotes should play a role in your strategy, as these kinds of posts are easiest to digest and share.

### Why should you set up a Pinterest account?

Plan to acquaint yourself with Pinterest if your audience consists predominantly of adult women, and if your interests are mostly related to lifestyle tips, fashion and personal style, decorating, or DIY culture.



## 7. Snapchat

Despite losing ground to competitor platforms like Instagram and TikTok, Snapchat remains one of the most heavily used apps among people younger than 25 — netting almost 494 million monthly users in 2022. Snapchat users frequent the app to share life updates and communicate with friends and family through images and video messages that have a 24-hour life cycle.

### Who uses Snapchat?

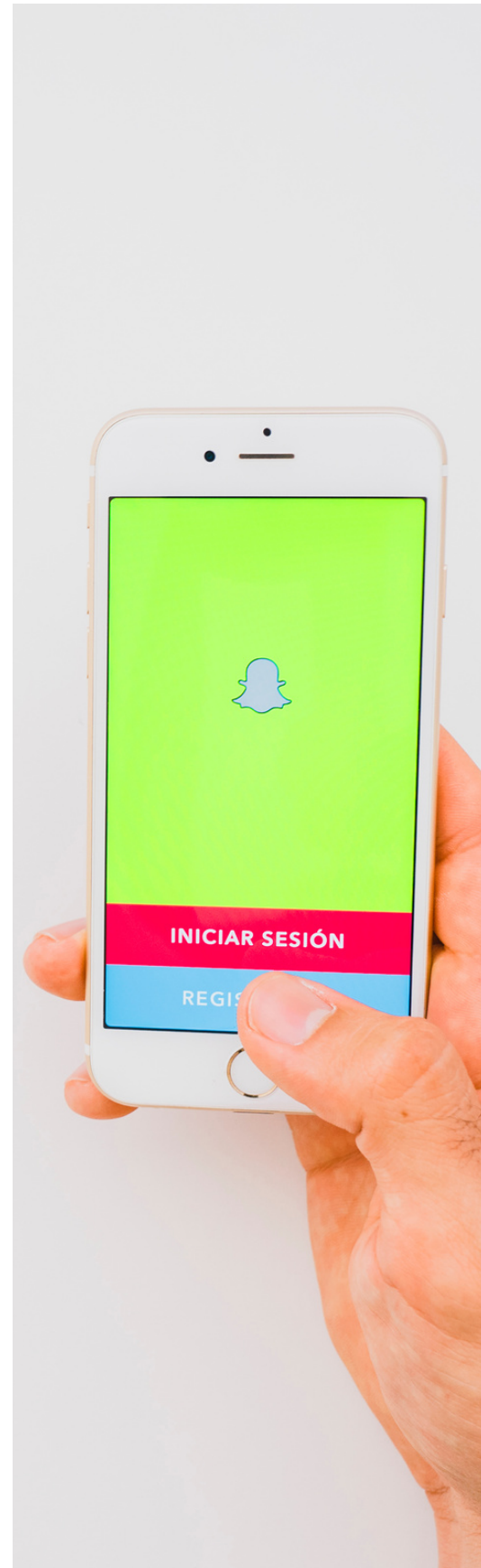
Adults between the ages of 18 and 29 make up 65% of Snapchat's active user base, partaking in the platform's over 14 billion daily video views. The average user gender skews slightly more towards women, with this 56% majority accessing the app daily.

### What kind of content should you post on Snapchat?

Video-driven storytelling is the core of Snapchat. If you have a knack for creating compelling short-form video content that can amuse or educate a younger audience, then Snapchat will be essential for forming connections with your customers.

### Why should you set up a Snapchat account?

Snapchat should be worked for you if your goal is to reach a teenage and young adult audience with bite-sized video content. However — much like with TikTok — don't expect to turn on your camera and talk about your products ad nauseam, as most Snapchat users are there to be entertained, not lectured.





## 8. LinkedIn

With 810 million users globally, the professional networking site LinkedIn has cemented its reputation as a top-tier resource for job opportunities, brand connections, and career advancement among social media sites on the market today.

### Who uses LinkedIn?

Adults between the ages of 25 and 34 make up nearly 60% of the LinkedIn user base, with 57% of users identifying as men and 43% identifying as women. The platform ranks first when it comes to B2B lead generation, so expect a high rate of engagement between brands as well as with their clientele.

### What kind of content should you post on LinkedIn?

LinkedIn posts that contain images net double the engagement that simple text posts get. Each post you create is essentially a billboard for your brand, so keep things consistent, clear, and tailored to what your audience needs, and don't be afraid to throw in some punchy graphics to bring people into your world.

### Why should you set up a LinkedIn account?

LinkedIn should factor heavily into your marketing strategy if you seek community with other business owners and a network base for reaching potential customers who are hungry for new opportunities.



## What is Facebook?

Facebook is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide.



## WORKSHEET 1

### How to create a Facebook account?

It is so easy to register in Facebook. Here's how to get you started.

Facebook is a social networking site that is super easy to sign up for and use. Facebook can be used to post pictures, share articles, join groups, and connect with friends. The setup process differs slightly, depending on whether you do this on desktop or through the mobile app, but we'll lay out both.

Follow these steps to create a Facebook account.

NOTES:

.....

.....

.....

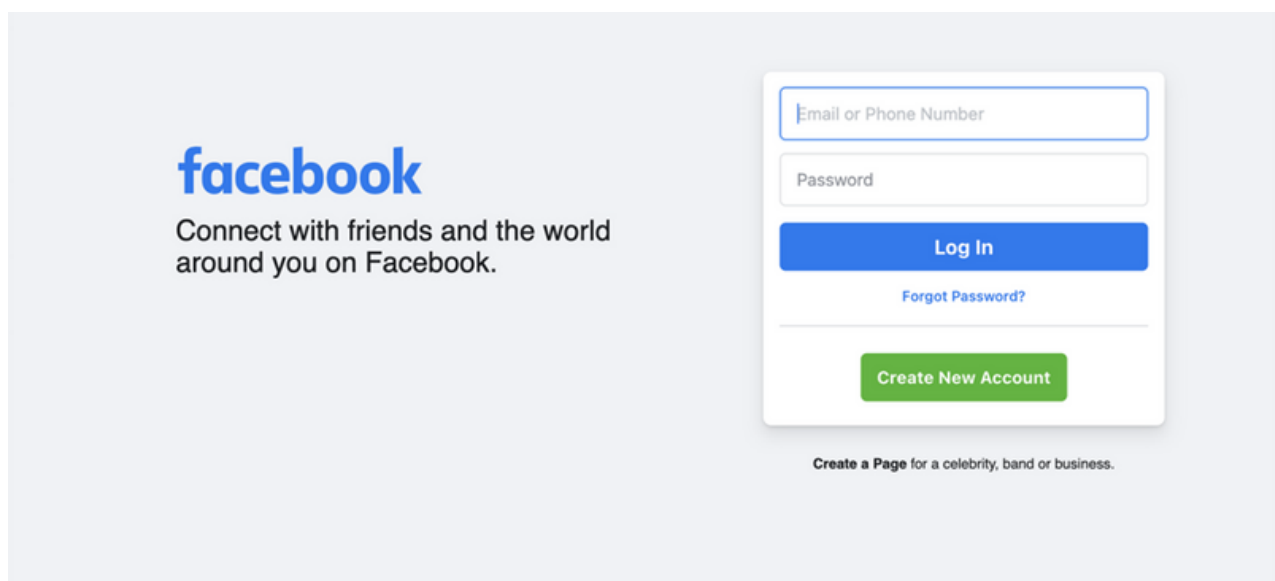
.....

.....

.....

.....

.....

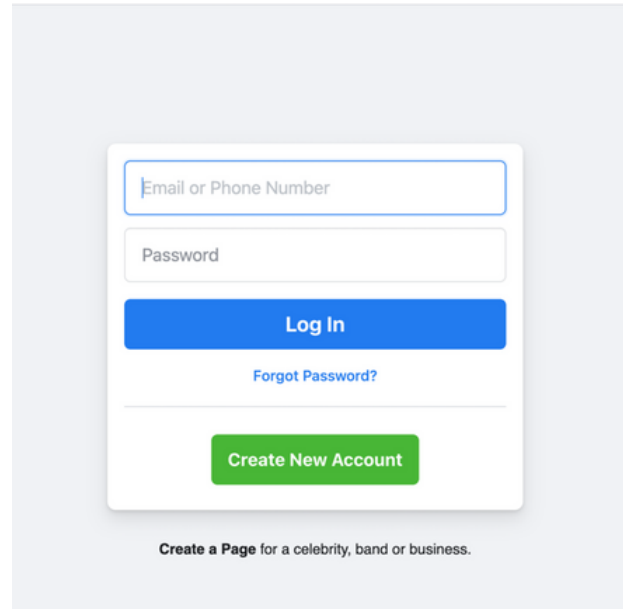


FOLLOWS THESE VERY EASY STEPS TO CREATE YOUR OWN FACEBOOKS ACCOUNT. CREDIT: SCREENSHOT: FACEBOOK

SCENARIO IV | CREATING UP SOCIAL MEDIA ACCOUNTS,  
CREATING GROUPS AND SOCIAL FAN PAGES

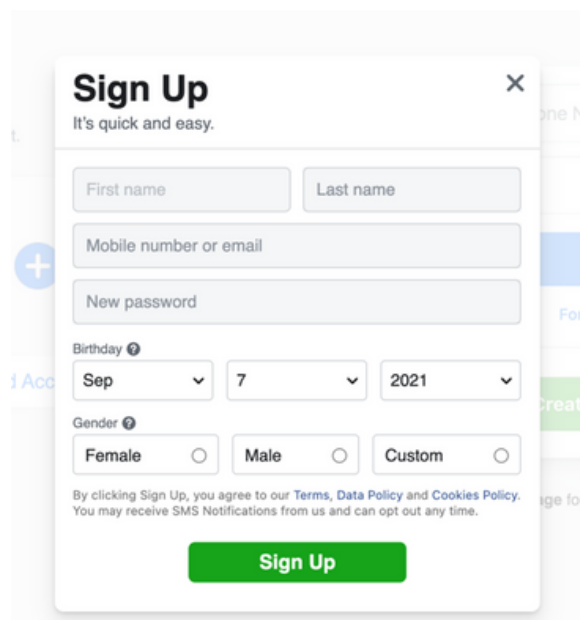
# How to create a Facebook account on desktop:

1. Go to the Facebook website- <https://www.facebook.com/>
2. Select "Create New Account"



SELECT "CREATE NEW ACCOUNT" TO BEGIN CREATING YOUR FACEBOOK ACCOUNT.  
CREDIT: SCREENSHOT: FACEBOOK

3. Enter your information and select "Sign Up"



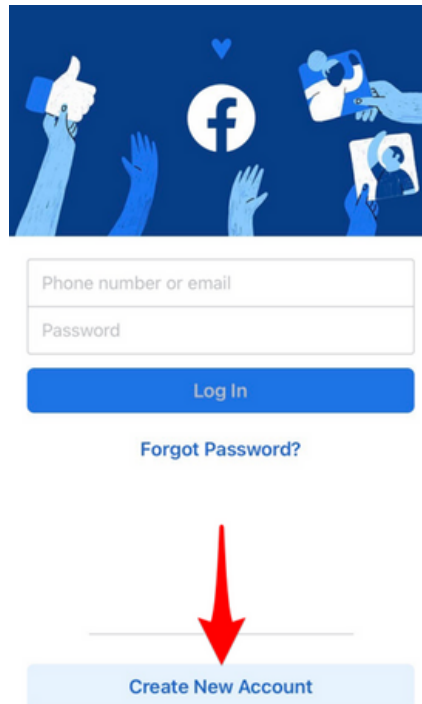
ENTER YOUR INFORMATION AND SELECT "SIGN UP" TO CREATE YOUR FACEBOOK ACCOUNT. CREDIT: SCREENSHOT: FACEBOOK

4. Facebook will send you a text or email to verify your account
5. Verify your account by clicking the link Facebook texted or emailed you



# How to create a Facebook account on the Facebook app:

1. Download and open the Facebook app on iOS or Android
2. Select "Create Account"

A screenshot of the Facebook app's login and registration screen. At the top is a blue header with a white Facebook 'f' logo and a heart icon. Below the header are two input fields: 'Phone number or email' and 'Password'. A blue 'Log In' button is positioned below these fields. A link for 'Forgot Password?' is located below the 'Log In' button. A large red arrow points downwards from the 'Log In' button area to a light blue button labeled 'Create New Account'.

SELECT "CREATE ACCOUNT" TO BEGIN CREATING YOUR FACEBOOK ACCOUNT. CREDIT: SCREENSHOT: FACEBOOK

3. Enter your first name and last name

A screenshot of the Facebook 'What's Your Name?' registration screen. The title 'What's Your Name?' is at the top. Below it are two input fields: 'First name' and 'Last name'. A note below the fields states: 'Using your real name makes it easier for friends to recognize you.' At the bottom, there is a link that says 'Already have an account?'.

ENTER YOUR FIRST AND LAST NAME. CREDIT: SCREENSHOT: FACEBOOK

4. Enter your birthday
5. Enter your gender
6. Enter your phone number and verify your account via the text Facebook sends you
7. Create your password
8. Select "Register"

**THERE YOU HAVE IT! NOW YOU'RE READY TO START FINDING PEOPLE YOU MAY KNOW ON FACEBOOK.**

**SCENARIO IV | CREATING UP SOCIAL MEDIA ACCOUNTS, CREATING GROUPS AND SOCIAL FAN PAGES**

# Differences between Profiles, Pages and Groups on Facebook

## PROFILES

A profile is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown.

Profiles can also be places where creators connect with their fans by turning on professional mode. When a creator turns on professional mode, anyone can follow their profile and see the creator's public content in their Feed. If you're a creator with professional mode on your profile, you can still share information and posts to your friends only or to a public audience. To see your profile, click or tap your name or profile picture at the top of Facebook.

## PAGES

You must have a profile to create a Page or help manage one. Pages are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their Feed.

## GROUPS

You must have a profile to create a group or help manage one. Groups are a place to communicate about shared interests with certain people. You can create a group for anything — your family reunion, your after-work sports team, your book club — and customize the group's privacy settings depending on who you want to be able to join and see the group. When you join a group on Facebook, you start seeing content from that group in your Feed.





## WORKSHEET 2

### How to create a Facebook Group?

Facebook Groups are a great way to grow a community and find like-minded people.

#### How to create a Facebook Group

1. Go the Groups page in Facebook
2. Click "Create Group"
3. Name your Group
4. Add some people to your Group
5. Select Privacy
6. Choose whether Group is hidden or not
7. Click Create Group
8. Choose cover photo
9. Add a description
10. Edit Group settings
11. Add members
12. Create community and encourage engagement

#### NOTES:

.....

.....

.....

.....

.....

.....

.....

.....

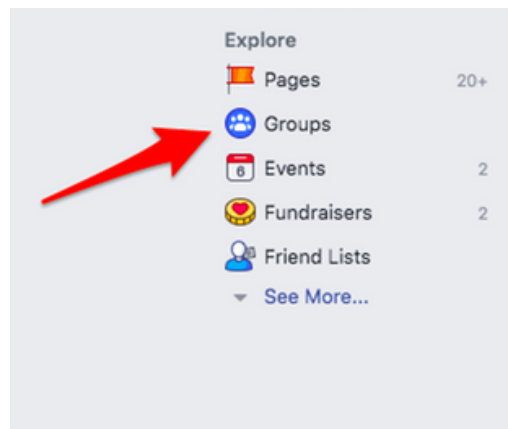
.....

.....

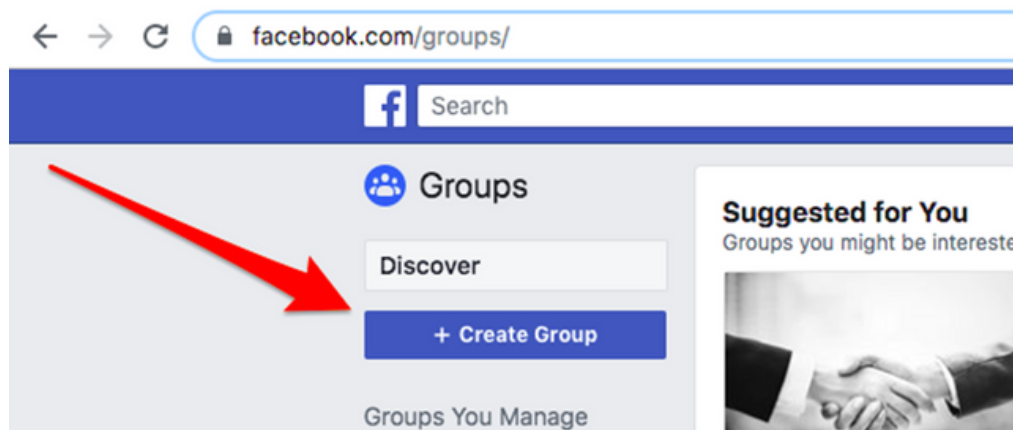
.....

# Here are those steps with screenshots:

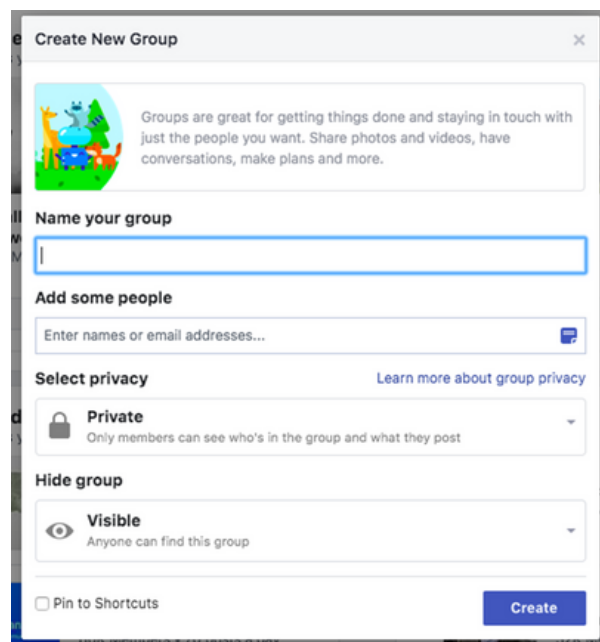
1. Go to the Groups page in Facebook



2. Click "Create Group"



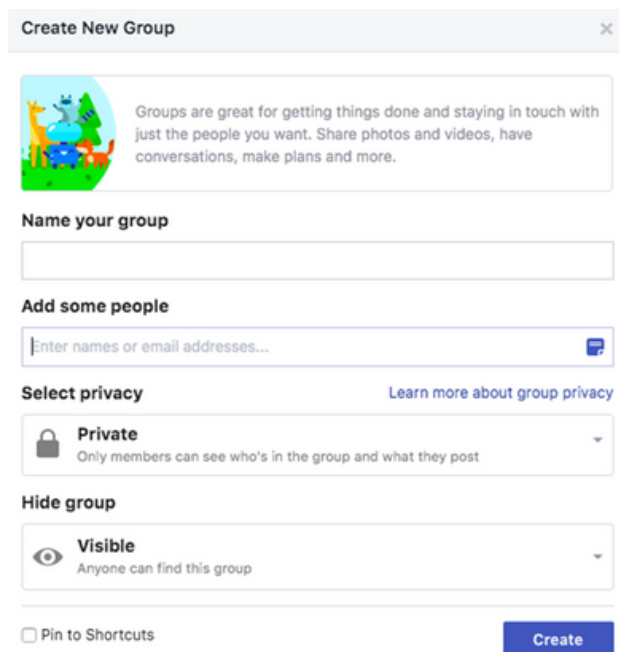
3. Name your Group



**MAKE SURE TO NAME YOUR GROUP SOMETHING DESCRIPTIVE SO PEOPLE CAN FIND IT VIA SEARCH.**

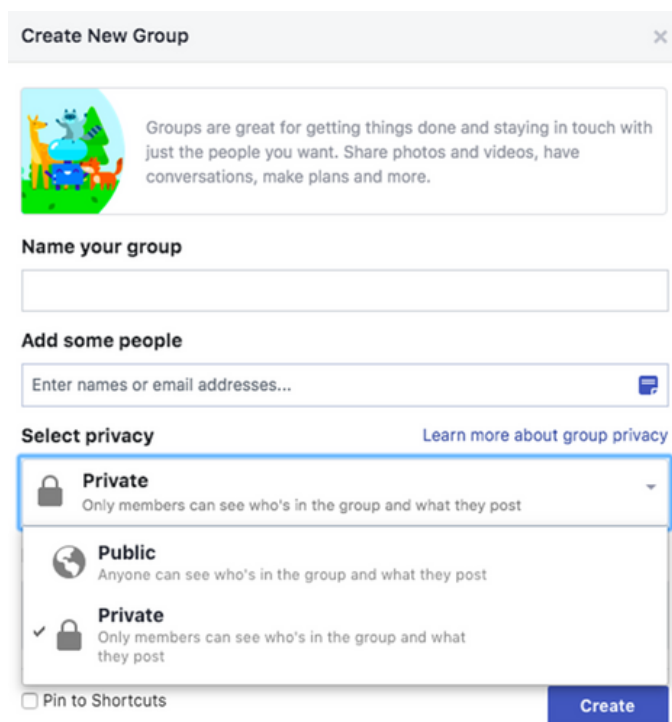
SCENARIO IV | CREATING UP SOCIAL MEDIA ACCOUNTS,  
CREATING GROUPS AND SOCIAL FAN PAGES

#### 4. Add some people to your Group



You can skip this step if you do not want to add people right now.

#### 5. Select Privacy



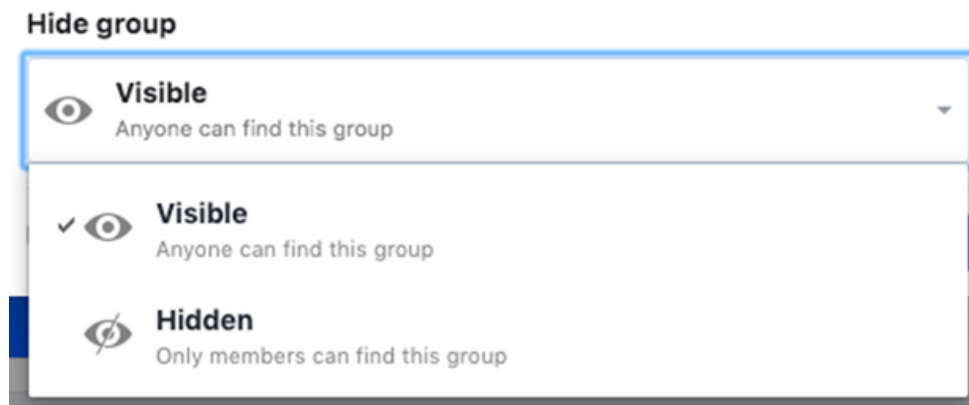
You can choose for your Group to be either **Public** or **Private**.

For Public Groups, anyone can see who's in the Group and what they post.

For Private Groups, only member can see who's in the Group and what they post.

**Private Groups** tend to have better community and engagement, as there are many people on Facebook that do not want their friends and family to see their comments made in a Public Group.

## 6. Choose whether Group is hidden or not



Visible Groups means anyone can find the Group.

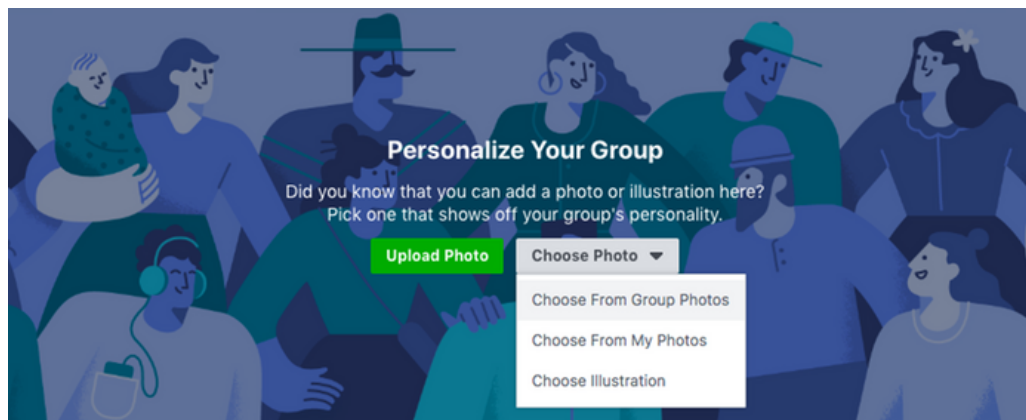
Hidden Groups means only members can find the Group, and people can only join via invitation.

If you want to grow a large Facebook Group, it is recommended to choose Visible.

## 7. Click Create Group

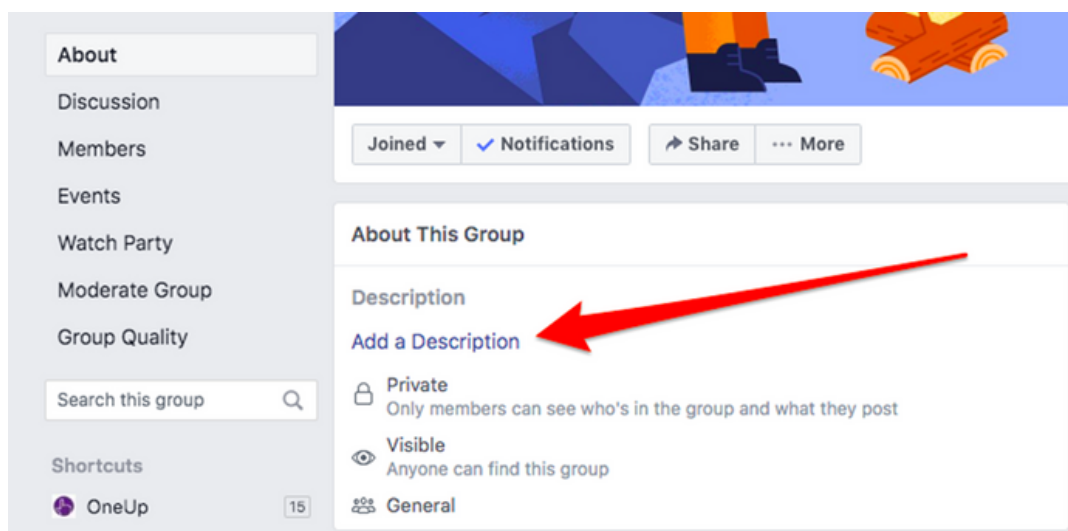
A screenshot of the 'Create New Group' form in Facebook. The form has a title 'Create New Group' and a close button. Below the title is a section with a group icon and text: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' Below this is a section titled 'Name your group' with a text input field. Below that is a section titled 'Add some people' with a text input field and a plus icon. Below that is a section titled 'Select privacy' with a link 'Learn more about group privacy' and a dropdown menu showing 'Private' with a lock icon and the text 'Only members can see who's in the group and what they post'. Below that is a section titled 'Hide group' with a dropdown menu showing 'Visible' with an eye icon and the text 'Anyone can find this group'. At the bottom of the form is a checkbox 'Pin to Shortcuts' and a blue 'Create' button. A red arrow points from the 'Create' button to the 'Create' button.

## 8. Choose cover photo



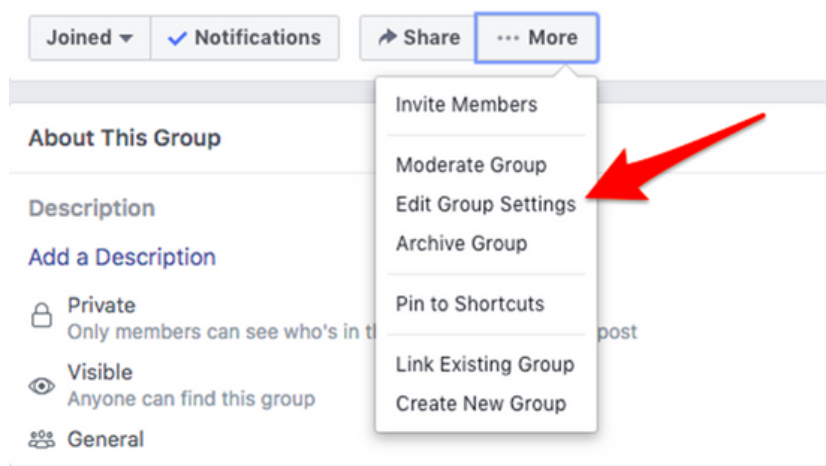
You can upload a photo, or choose a template illustration.

## 9. Add a description



Add more information about your Group here. Who is your Group for? What is the purpose of your Group? If you have any Group rules, you can add it here as well.

## 10. Edit Group settings



Once in the Group settings, you will have the option to customize many settings to your liking.

Group Name Group on Facebook

Group Type General [Change](#)

Description Potential members can see the description unless your group is hidden.

Location This can help people find your group more easily if they're looking for groups in your area. [Add Location](#)

Tags Write up to 5 tags (ex: soccer) [Tags help people find groups they might be interested in joining. You can change these at any time. Learn more](#)

Apps Tools and features offered by other businesses. [Learn More](#) [Add Apps](#)

Linked Pages Give your business, brand or organization a voice on Facebook and connect with the right people. [Learn More](#) [Link Your Page](#) [Create New Linked Page](#)

Color [Choose Color](#)

### Items you can change:

- Group Name
- Group Type
- Description
- Location – This can help people find your group more easily if they're looking for groups in your area.
- Tags – Tags help people find groups they might be interested in joining. You can change these at any time.
- Apps – Tools and features offered by other businesses.
- Linked Pages – Give your business, brand or organization a voice on Facebook and connect with the right people.
- Color
- Web Address – Customize your group's contact info so you can quickly share a link to your group.
- Privacy Settings
- Hide Group
- Badges – Enable members to earn badges to encourage participation.
- Post Topics – Organize posts by adding relevant topics to them
- Membership Preapprovals — Do you want to let anyone add members or should only you be able to?
- Membership Requests – Learn more about people who want to join your group by asking them some questions. You can ask up to 3 questions, and only the admins and moderators will see the answers.
- Membership Requests from Pages
- Posting Permissions — Here you can decide if only admins can post or if members can as well
- Post Approval — You can require that all posts be approved by an admin before going live
- Keyword Alerts – Keyword alerts tell you when members use certain words or phrases in your group.

**Once you're done, click "Save".**



## 11. Add members

Now your Group needs some members. Add some friends you think might be interested in joining your Group.

## 12. Create community and encourage engagement

All good Facebook Groups require an Admin that adds value to the Group and starts good discussions. Stay active in the Group and post frequently as the Group is growing.

Facebook likes to promote active Groups, so if you want more people to find your Group, create a new post at least a few times a week.



## WORKSHEET 3

### How to create a Facebook Page?

1. Sign Up
2. Add Pictures
3. Create Your Username
4. Add Your Business Details
5. Create Your First Post
6. Invite your audience!

#### NOTES:

.....

.....

.....

.....

.....

.....

.....

.....

.....

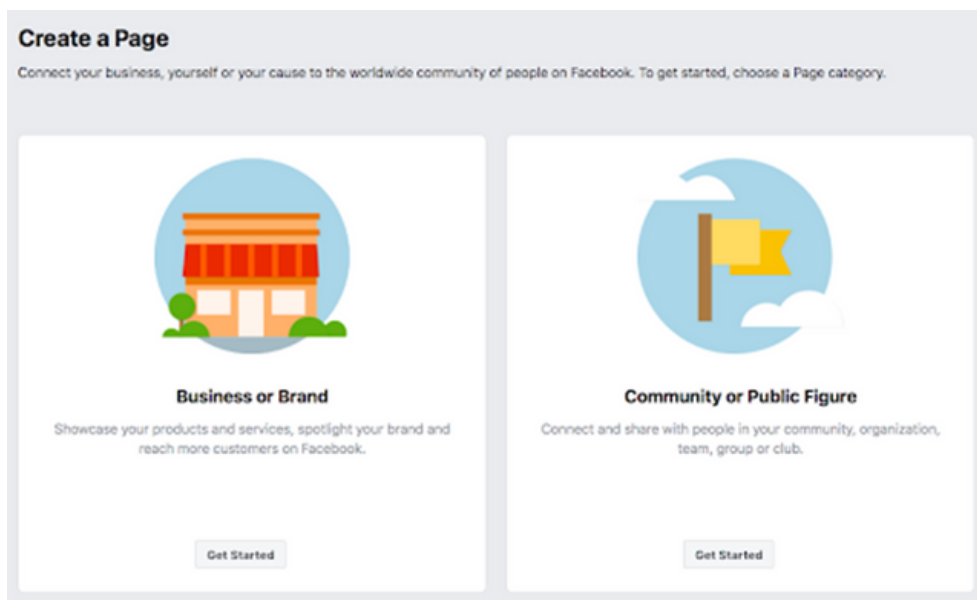
.....

.....

# How to create a Facebook Page?

## Step 1: Sign Up

Visit the 'create an account' page (<https://www.facebook.com/pages/create>). Facebook will then give you the option to select the type of page you want to create: business and brand or community and public figure. As we are setting up the account for business purposes, go ahead and click the 'Get Started' button for that option.



The next step is entering your business information. Enter your business name or the name people are most likely to use to search for your business.

Under category, type in a word or two that best describes your company and Facebook will provide you with a few suggestions. Choose the option that best describes your business and the one that customers are most likely to search for. You can add more categories later, which we will show in the following steps.

This screenshot shows the 'Create a Page' form for a business. The title is 'Create a Page' with the subtitle 'Connect your business, yourself or your cause to the worldwide community'. The form is titled 'Business or Brand'. It has a 'Page name' field with the text 'Sally's Nail Studio'. Below that is a 'Category' field with the text 'Nail salon' and a dropdown menu. The dropdown menu is open, showing a list of categories: 'Nail Salon' (highlighted), 'Local Service', 'Shopping & Retail', 'Sports & Recreation', 'Real Estate', 'Legal', and 'Restaurant'. At the bottom of the form is a blue 'Continue' button.

# How to create a Facebook Page?

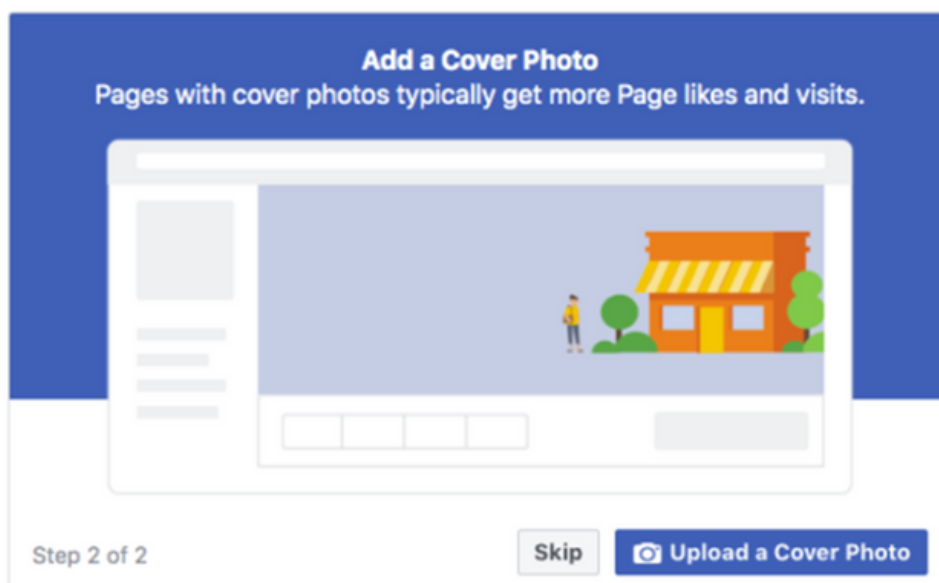
Once you have chosen your business category, you will be asked to fill out some further information, such as your address and phone number. You have the choice to keep this information private for only your region to see, or to make it public for everyone to view. Once you are happy with what you have filled out, click 'Continue'.

## Step 2: Add Pictures

You will now need to add a profile and cover picture for your Facebook page. Your profile picture will be a visual representation of your brand, so make sure to choose a photo that aligns with your brand and is easily identifiable to your business.

Your profile picture can be your company logo or if you don't have a logo, a popular image that is linked to your company. Your profile picture appears on the top left of your Facebook page and is cropped into a circle, so make sure to not leave any crucial details in the corners.

Your profile image will be **170 x 170 pixels** on a desktop and **128 x 128 pixels** on mobile, so select an image that is larger than this so it does not lose quality when uploaded. Once you are happy with the picture you have chosen, click 'Upload Profile Picture'. The cover picture takes up more room on your Facebook page, so is more prominent to someone who finds themselves on your page. It should be an image that captures the essence of your brand and grabs the attention of the consumer. It uploads at **820 x 312 pixels** on a desktop and **640 x 360** on mobile. Again, once you are happy with your image, click 'Upload Cover Photo'.

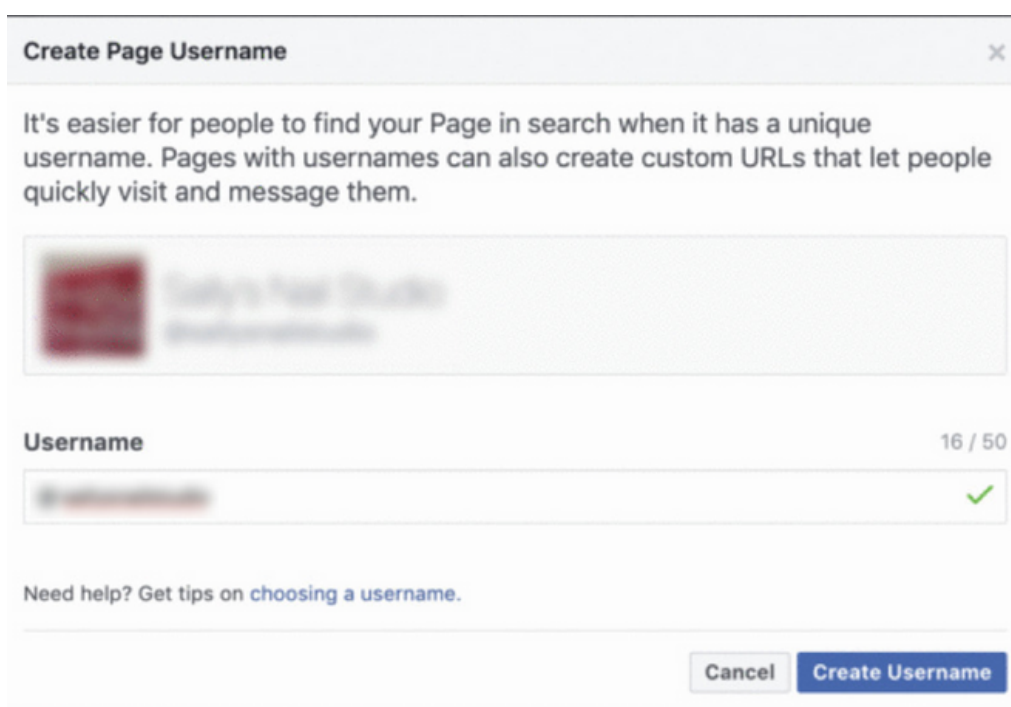


# How to create a Facebook Page?

There you have it, you have just made your Facebook business page. This is of course just the skeleton of your page, and a lot needs to be added to it before sharing it with future customers and clients. Don't worry, at this stage your page is just a preview, so nobody else can view it until the page is made public.

## Step 3: Create Your Username

Your username is how people find you on Facebook, so it's important to make it as simple and obvious as possible. Usually, your business name or a close variation is best. Get started by clicking 'Create Page @Username' in the left menu to create your username.

The image shows a 'Create Page Username' dialog box. At the top, it says 'Create Page Username' with a close button. Below that, it explains: 'It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.' There is a preview area showing a blurred profile picture and a blurred username. Below this is a 'Username' input field with a character count '16 / 50'. The input field contains a blurred username and a green checkmark on the right. At the bottom, there is a link: 'Need help? Get tips on choosing a username.' and two buttons: 'Cancel' and 'Create Username'.

Once you've typed in your username, click 'Create Username' to make it. A box will appear showing you the links people can use to connect with your business on Facebook and Messenger.

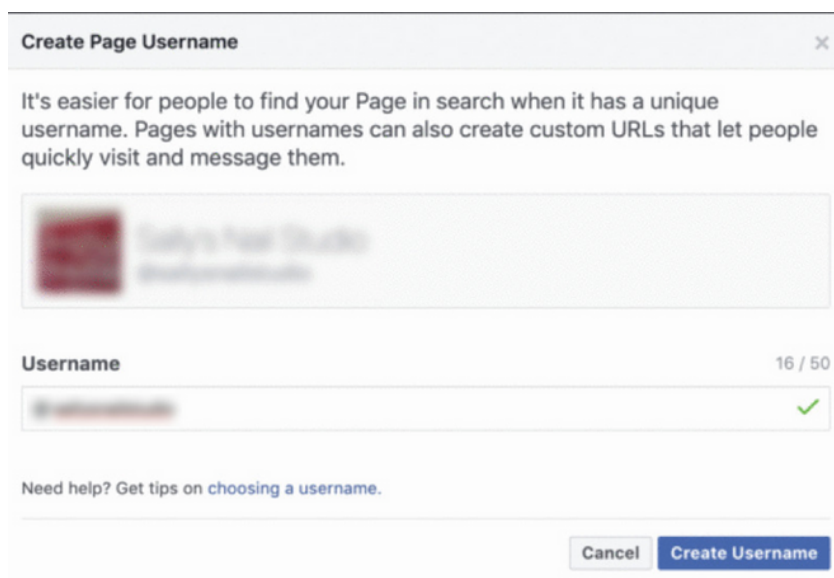


# How to create a Facebook Page?

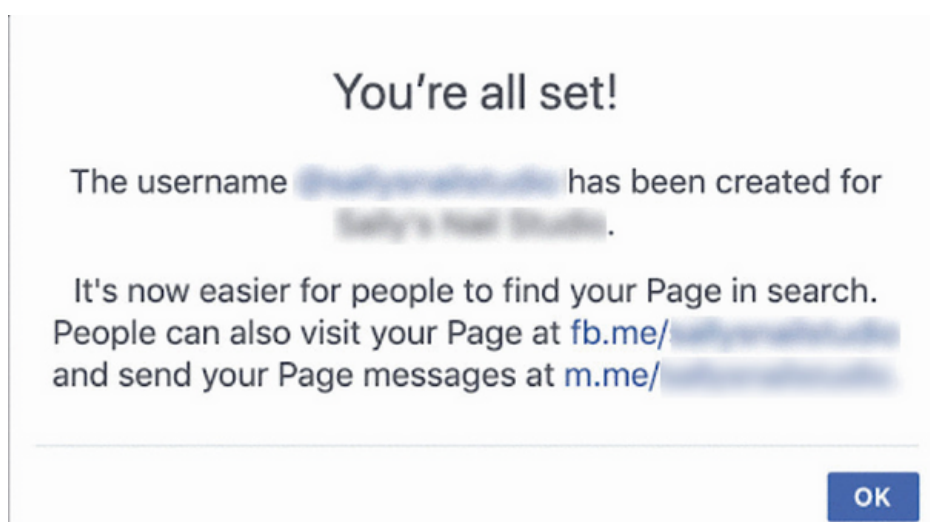
There you have it, you have just made your Facebook business page. This is of course just the skeleton of your page, and a lot needs to be added to it before sharing it with future customers and clients. Don't worry, at this stage your page is just a preview, so nobody else can view it until the page is made public.

## Step 3: Create Your Username

Your username is how people find you on Facebook, so it's important to make it as simple and obvious as possible. Usually, your business name or a close variation is best. Get started by clicking 'Create Page @Username' in the left menu to create your username.

A screenshot of the 'Create Page Username' dialog box. At the top, it says 'Create Page Username' with a close button. Below that, a message states: 'It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.' There is a preview of a page with a red profile picture and the name 'Sally's Hair Studio'. Below the preview, the 'Username' field is shown with a green checkmark and a character count of '16 / 50'. A link 'Need help? Get tips on choosing a username.' is present. At the bottom, there are 'Cancel' and 'Create Username' buttons.

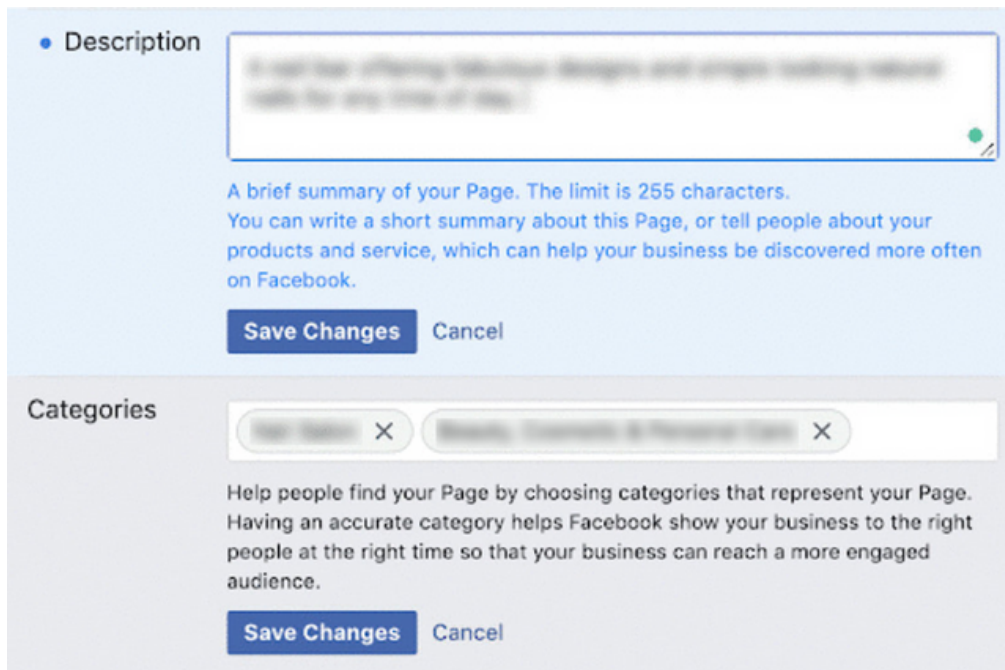
Once you've typed in your username, click 'Create Username' to make it. A box will appear showing you the links people can use to connect with your business on Facebook and Messenger.

A screenshot of the 'You're all set!' confirmation dialog box. The title is 'You're all set!'. The text says: 'The username [username] has been created for [business name]. It's now easier for people to find your Page in search. People can also visit your Page at fb.me/[username] and send your Page messages at m.me/[username]'. At the bottom right, there is an 'OK' button.

# How to create a Facebook Page?

## Step 4: Add Your Business Details

Your Facebook page is usually the first place your customers will come to get the information they need about your business. Start filling out your business details by clicking 'Edit Page Info' in the top menu. You can fill in all your important business information that you'd like to share with your customers.



The screenshot shows the 'Edit Page Info' interface on Facebook. It is divided into two main sections: 'Description' and 'Categories'.

**Description Section:**

- It has a heading '• Description'.
- Below the heading is a large text input field with a placeholder text: "A brief summary of your business. The limit is 255 characters. You can write a short summary about this Page, or tell people about your products and service, which can help your business be discovered more often on Facebook."
- Below the input field is a blue button labeled 'Save Changes' and a grey button labeled 'Cancel'.

**Categories Section:**

- It has a heading 'Categories'.
- Below the heading is a row of two category tags: 'Local Business' and 'Retail, Fashion & Personal Care'. Each tag has a small 'X' icon to its right.
- Below the tags is a text input field with a placeholder text: "Help people find your Page by choosing categories that represent your Page. Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience."
- Below the input field is a blue button labeled 'Save Changes' and a grey button labeled 'Cancel'.

This should be a brief description of your business that will appear in search results. Make sure to keep it short and simple. Here is where you can add additional categories (from step 1) to make sure your page reaches all the right people.

You'll then want to fill in all the further information about your business:

- [Contact information](#)
- [Locations](#)
- [Opening/closing hours](#)
- [Any extra information](#)

Click 'Save Changes' to make sure your information saves onto your page as you're going along.

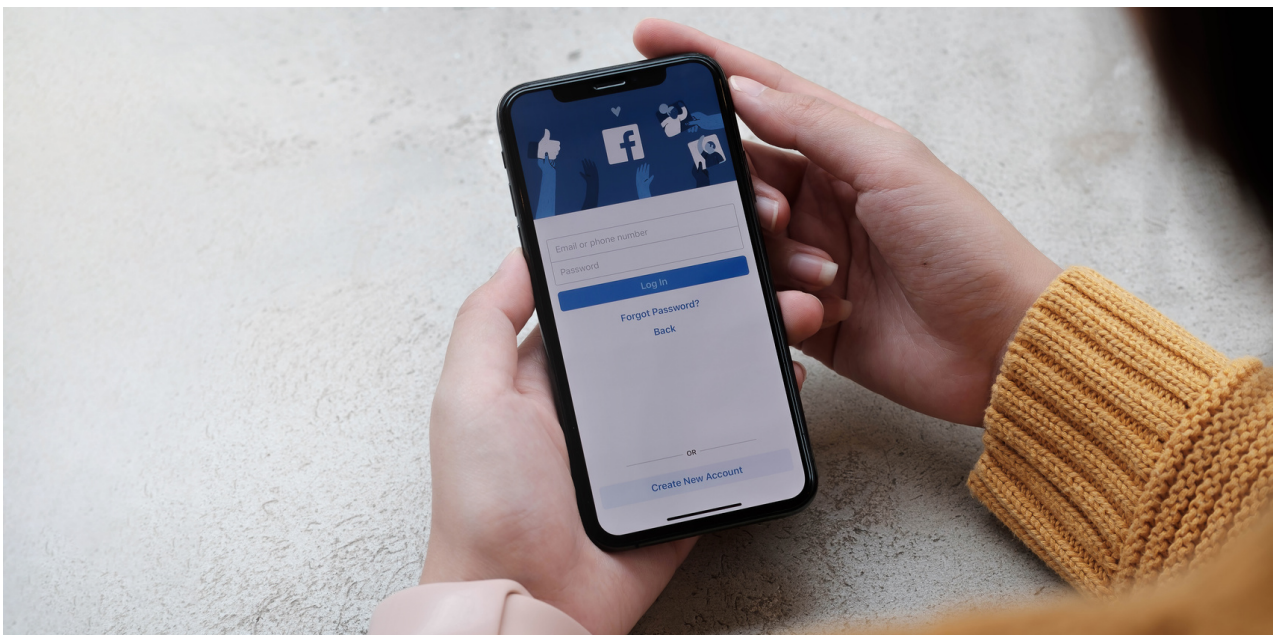
# How to create a Facebook Page?

## Step 5: Create Your First Post

Before you start inviting people to like your Facebook Page, it is important to have some valuable and readable content on there. The first post your customers will see will set the tone and theme of your Facebook Business Page and what your company has to offer, so make sure it's a compelling one that will make readers want to return to your page.

## Step 6: Invite your audience!

Congratulations! You are now the proud owner of a Facebook Business Page. Now you can start inviting your existing Facebook friends to like your page.



## TASKS FOR FACEBOOK:

1. Set up a Facebook account.
2. Upload your picture in your Facebook account.
3. Write a post in Facebook.
4. Add new connections in Facebook.
5. Create Facebook page.
6. Invite friends to follow your Facebook page
7. Invite friends to join your Facebook group
8. Chat with a friend in Facebook messenger.
9. Join a Facebook group.
10. Subscribe for a Facebook page.
11. Write a comment on a Facebook post.

## THE TEXT FOR THE TRAINER:

*Dear adult learners in order better to acquire the new knowledge about Facebook you should execute the following tasks:*

1. Set up a Facebook account.
2. Upload your picture in your Facebook account.
3. Write a post in Facebook.
4. Add new connections in Facebook.
5. Create Facebook page.
6. Invite friends to follow your Facebook page
7. Invite friends to join your Facebook group
8. Chat with a friend in Facebook messenger.
9. Join a Facebook group.
10. Subscribe for a Facebook page.
11. Write a comment on a Facebook post.





# What is Instagram?

Instagram is a free photo and video sharing app available on iPhone and Android. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username.

## HOW TO CREATE INSTAGRAM ACCOUNT?

THERE ARE THREE OPTIONS:


- INSTAGRAM APP FOR ANDROID AND IPHONE;
- INSTAGRAM.COM FOR COMPUTER;
- INSTAGRAM.COM FROM MOBILE BROWSER.





## WORKSHEET 4

## Instagram app for Android and iPhone

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap  to open it.
3. Tap **Sign Up with Email or Phone Number** (Android) or **Create New Account** (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account.
4. If you register with your email or phone number, create a username and password, fill out your profile info and then tap **Next**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

NOTES:

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

## WORKSHEET 5

## Instagram.com for computer

1. Go to [instagram.com](https://www.instagram.com)
2. Click **Sign up**, enter your email address, create a username and password or click **Log in** with Facebook to sign up with your Facebook account.
3. If you register with an email, click **Sign up**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

NOTES:

[illegible]

## WORKSHEET 6

## Instagram.com from mobile browser

If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

Note that if you created your account recently, people on Instagram may see that you have a new account.

NOTES:

[illegible]

## TASKS FOR INSTAGRAM:

### TEXT FOR THE TRAINER:

*Dear adult learners in order better to acquire the new knowledge about Instagram you should execute the following tasks:*

1. Set up an Instagram account.
2. Upload your picture in your Instagram account.
3. Write a post in Instagram.
4. Add new connections in Instagram.
5. Chat with a connection in Instagram.



# What is LinkedIn?

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.

You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.

## Why to join LinkedIn?

LinkedIn is a platform for anyone who is looking to advance their career. This can include people from various professional backgrounds, such as small business owners, students, and job seekers. LinkedIn members can use LinkedIn to tap into a network of professionals, companies, and groups within and beyond their industry.

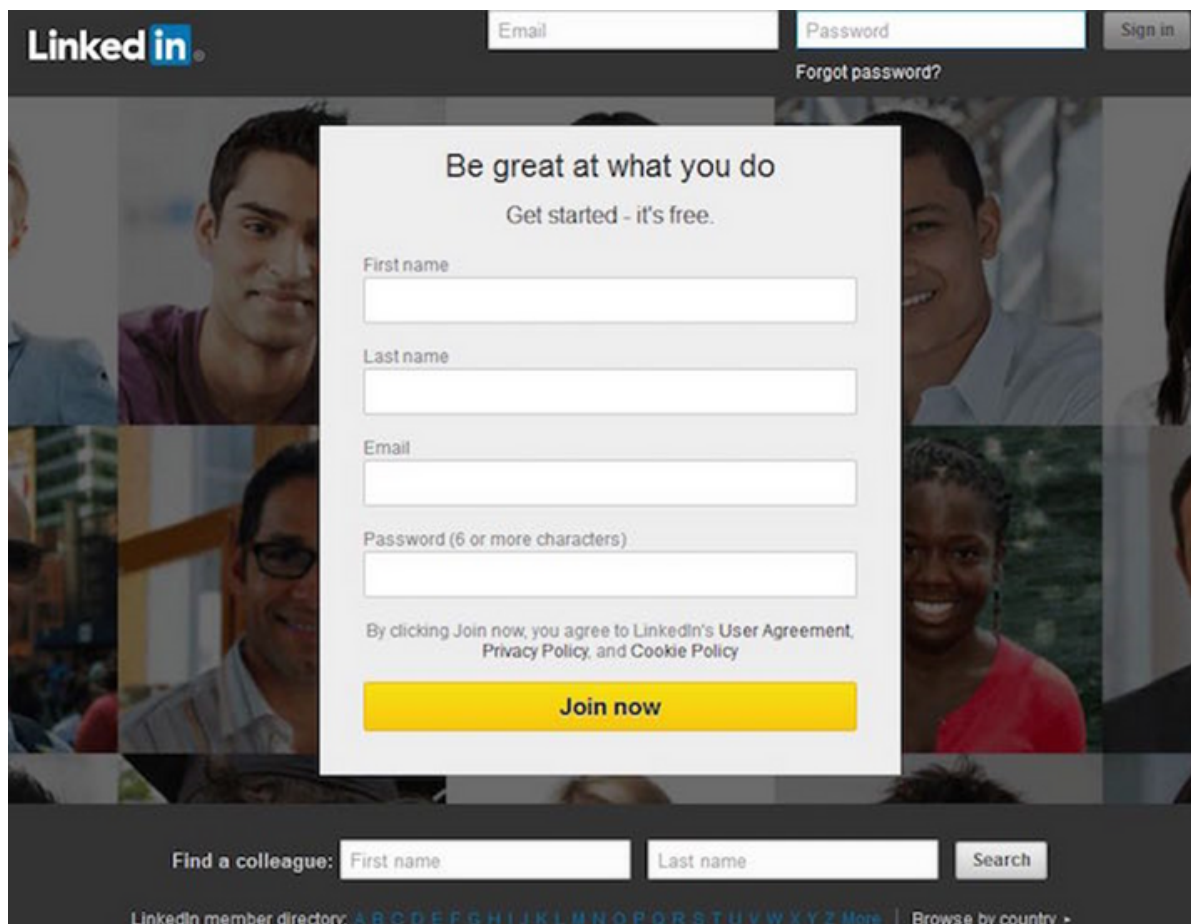




## WORKSHEET 7

### How to create LinkedIn account?

First, open your web browser and type linkedin.com into the address bar. You should see something like this:

A screenshot of the LinkedIn homepage. At the top, there's a navigation bar with the LinkedIn logo on the left, and input fields for 'Email' and 'Password' on the right, followed by a 'Sign in' button. Below the navigation bar, there's a large banner area with a collage of diverse people's faces. In the center of this banner is a white registration box. The box has the heading 'Be great at what you do' and the subtext 'Get started - it's free.' Below this, there are four input fields: 'First name', 'Last name', 'Email', and 'Password (6 or more characters)'. Under the password field, there is a line of small text: 'By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy'. At the bottom of the registration box is a prominent yellow button labeled 'Join now'. Below the banner area, there is a 'Find a colleague' section with input fields for 'First name' and 'Last name', and a 'Search' button. At the very bottom, there is a footer with the text 'LinkedIn member directory:' followed by a list of letters 'A B C D E F G H I J K L M N O P Q R S T U V W X Y Z' and a 'More' link, and a 'Browse by country' link.

### Register for LinkedIn: First steps

To register on LinkedIn, you will need to enter the following data:

- First name
- Last name
- Email address
- Password with six or more characters.

## WORKSHEET 7

### How to create LinkedIn account?

You will use your email address and password to log into LinkedIn.

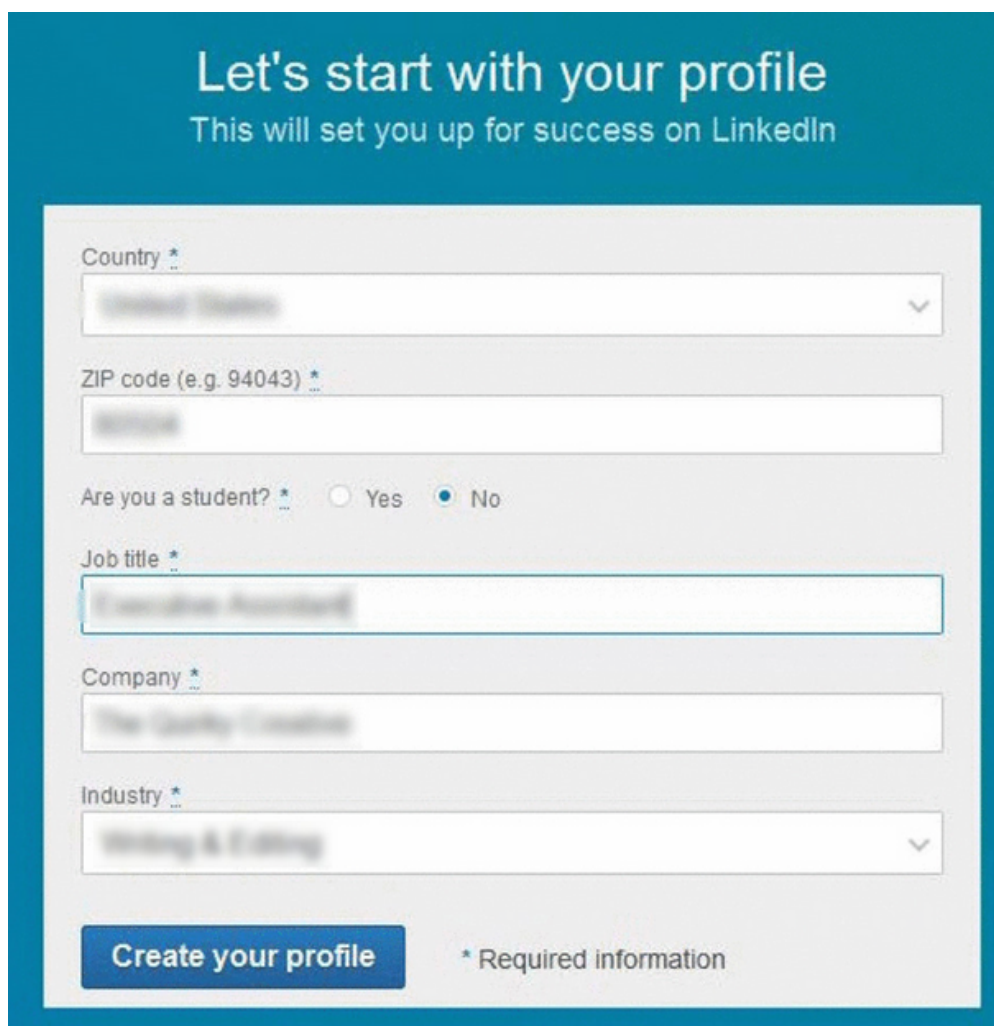
LinkedIn will use your email address to confirm your account during the registration process and send you notifications and other messages later on.

The email address used to register for LinkedIn will become part of your LinkedIn profile. While it is possible to change it at any time, you can **simplify things by using a professional email address now.**

You probably wouldn't want to put **"doglover91@aol.com"** on your resume, so it makes sense to keep it off your LinkedIn profile as well.

What if you don't have a business-appropriate email address, or don't want to use your employer's email domain? **Consider setting up a free Gmail account at gmail.com.**

Enter the required data in the corresponding fields and click the **Join Now** link. You will be brought to a form asking for basic information:



The screenshot shows the LinkedIn registration form titled "Let's start with your profile" with the subtitle "This will set you up for success on LinkedIn". The form is set against a teal background. It contains several input fields: "Country" (a dropdown menu showing "United States"), "ZIP code (e.g. 94043)" (a text field with "94043"), "Are you a student?" (radio buttons for "Yes" and "No", with "No" selected), "Job title" (a text field with "Executive Assistant"), "Company" (a text field with "The Quality Center"), and "Industry" (a dropdown menu showing "Marketing & Advertising"). At the bottom left is a blue button labeled "Create your profile", and at the bottom right is the text "\* Required information".

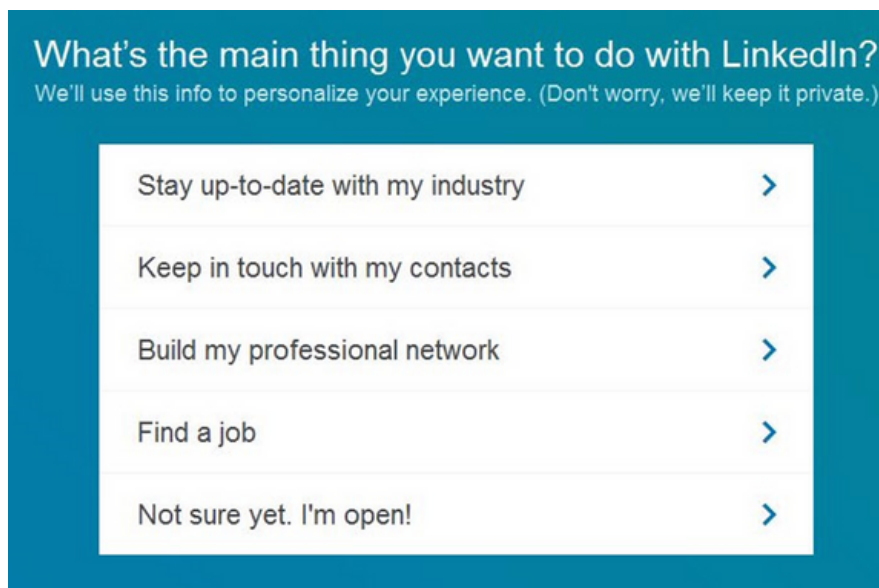
## WORKSHEET 7

### How to create LinkedIn account?

Your LinkedIn profile is key to everything you do on the website. Without a profile, you cannot make connections, search for jobs, or join groups.

For this reason, LinkedIn wants to start filling in information on your profile right away. Enter your country, postal code, job title, company, and industry. LinkedIn will use this information to **suggest potential employers, people to connect with, and essays by thought leaders in your industry or field.**

After entering the required information, click **Create your profile** and you will be asked about what you intend to use LinkedIn for:



What's the main thing you want to do with LinkedIn?  
We'll use this info to personalize your experience. (Don't worry, we'll keep it private.)

Stay up-to-date with my industry	>
Keep in touch with my contacts	>
Build my professional network	>
Find a job	>
Not sure yet. I'm open!	>

If you don't know what you want to use LinkedIn for. So, you should select **Not sure yet.**

The next step involves importing your email address book. Doing so will enable you to find some of the professionals you already know on LinkedIn without the need to search for them.

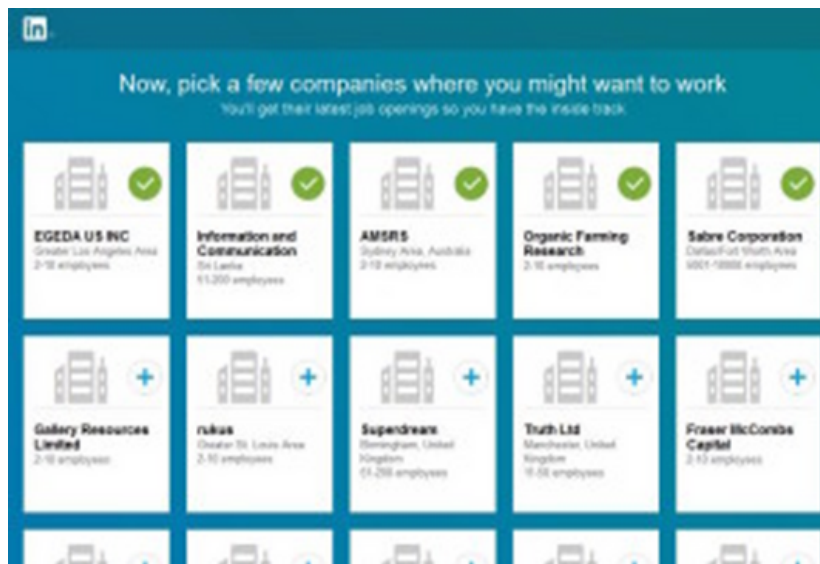
According to the social media network's privacy policy (<https://linkedin.com/legal/privacy-policy?>), LinkedIn will only use the data within your address book to manage and leverage your contacts who are LinkedIn members. LinkedIn will help you grow your network by suggesting professionals you may know but are not yet connected to on the website.

**Note:** You can remove uploaded address data whenever you like. However, because connecting an address book is not necessary for registration — and if you do not have an address book — you should click on Skip.

## WORKSHEET 7

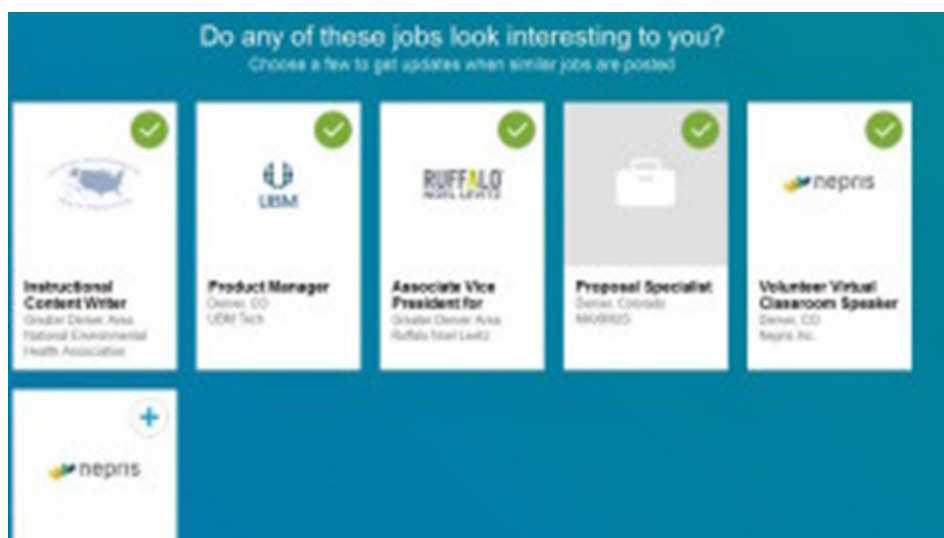
### How to create LinkedIn account?

At this point, you have to confirm your email account to continue. LinkedIn has sent a confirmation email to you at the address you entered when beginning the registration process. Once you got that email and **click on the confirmation link**, you will wind up at a screen that looks something like this:



If you are looking for a new job, or think you might want to do so in the future, you can select companies that interest you on this page. If you are not planning a job search — or don't see any companies that you find appealing — you can click **Skip**.

At this point, LinkedIn's algorithms kick in and suggest jobs that might be a good fit:





## WORKSHEET 7

### How to create LinkedIn account?

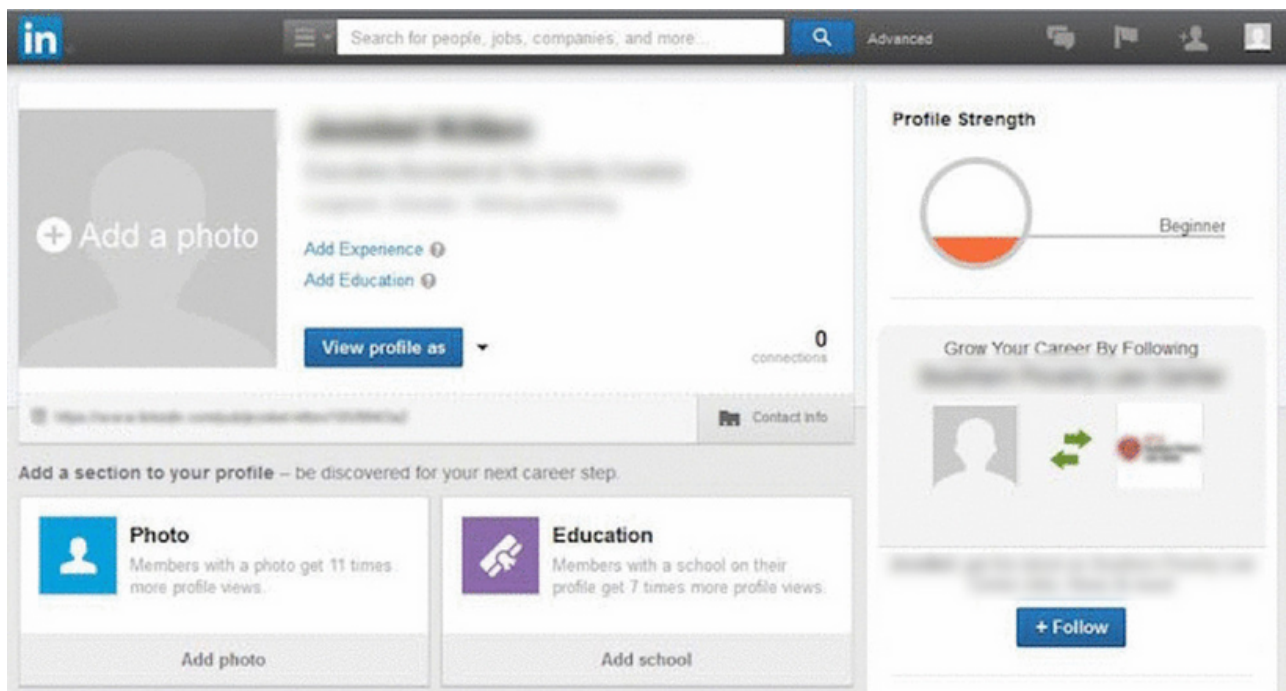
If you would like to see updates on your homepage network feed when companies post similar jobs, you can select a few to follow. Otherwise, choose Skip and move on. After being prompted to try out LinkedIn's mobile apps, you're done!

### LinkedIn registration complete: Now what?

#### Congratulations! You have successfully registered for LinkedIn.

You can begin connecting with other professionals, joining groups, participating in discussions, searching for jobs, posting updates, uploading photos and presentations, and more.

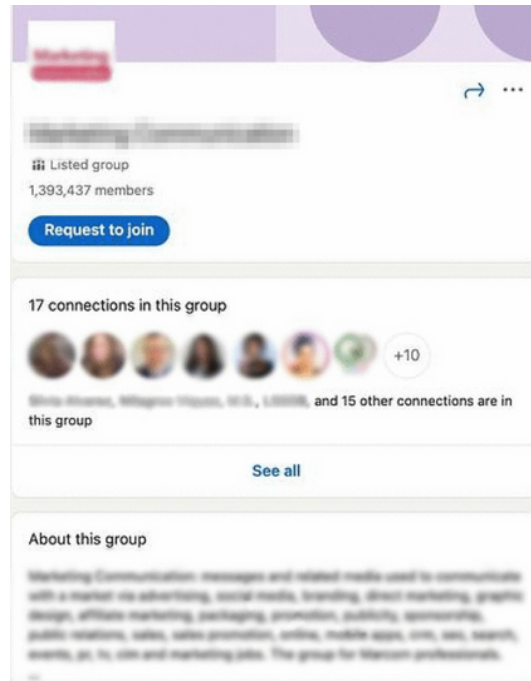
First take a few minutes filling in the rest of the basic information on your profile. Think of it like getting dressed: You wouldn't leave the house without your clothing and shoes, would you? Nor should you start your LinkedIn journey with a naked profile:



## WORKSHEET 8

### How to Join Groups on LinkedIn?

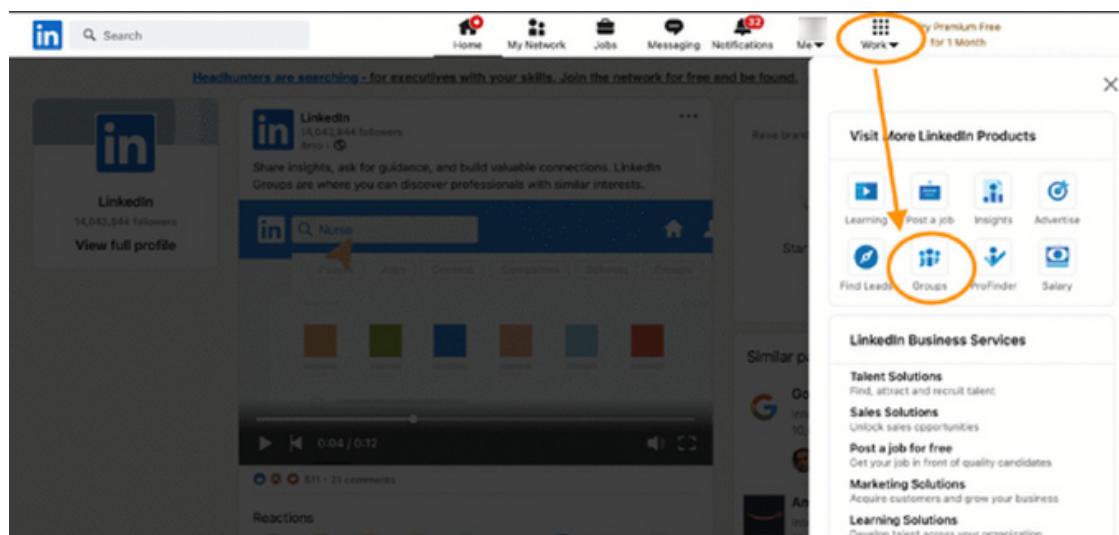
You can join a Group on LinkedIn by click "Request to Join" on a Group's home or profile page.



Your request goes directly to the **Group Admins**, who evaluate your fit for the Group. If a connection invites you to join a group, simply click '**Accept**' on the invite from your inbox or notifications screen, just as you would a standard Connection request.

### Where are my Groups on LinkedIn?

You can find the Groups you belong to by clicking on the '**Work**' grid on your Navigation bar, or visiting [linkedin.com/groups](https://www.linkedin.com/groups).



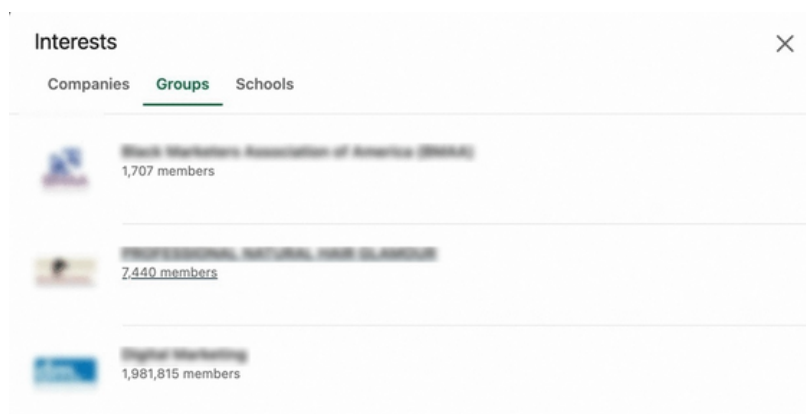
## WORKSHEET 8

### How to Join Groups on LinkedIn?

LinkedIn Groups impact the appearance of your LinkedIn Profile in several ways. As mentioned, people looking at Groups can see which of their connections are already members. As seen in the example below.



Additionally, the 'Interests' section at the bottom portion of your Profile displays your interests, which includes your Group memberships.



If you've been on LinkedIn for a while, you may have some outdated or inactive Group memberships. You can curate what displays on your Profile by leaving Groups that no longer interest you.

Want to continue receiving messages from certain Groups but don't want them to appear on your profile? There's a feature for that.

On the page listing all of your Group affiliations, click the three dots to the right of any Group listing and select "Update your settings."





Settings for Group
<b>Messaging</b> Choose whether group members in your extended network can message you. Yes <input checked="" type="checkbox"/>
<b>Display group on profile</b> This is a standard group. Choose whether this group will appear on your profile for non group members. <a href="#">Learn more</a> No <input type="checkbox"/>

This ensures that only fellow members or people searching directly for that Group can potentially see your affiliation.

Unlisted Groups, on the other hand, are not publicly searchable and will not appear on your profile, except to other Group members. Potential members can only see or access the Group after receiving an invitation from a current member or Admin.



## WORKSHEET 9

### How do I create and set up a group on LinkedIn?

This step only takes a few clicks and is possible from any LinkedIn profile. To create a group on LinkedIn, simply

- Click on the “groups” tab available in the left column of your home page
- Then click on the “create a group” button and
- Fill in the information such as the name of the group, a description, the sector and finally the rules

When creating a group on LinkedIn, you can choose the visibility rules related to your group. By activating the “**broadcast**” button, the group will appear in searches or will be visible directly from the members’ profile. If, on the other hand, you choose to activate the “**not listed**” button, the group will not appear in searches or from the profile of the group’s member users. In other words, your group will be hidden.

It is also up to you to manage the permissions of entries in the group. For example:

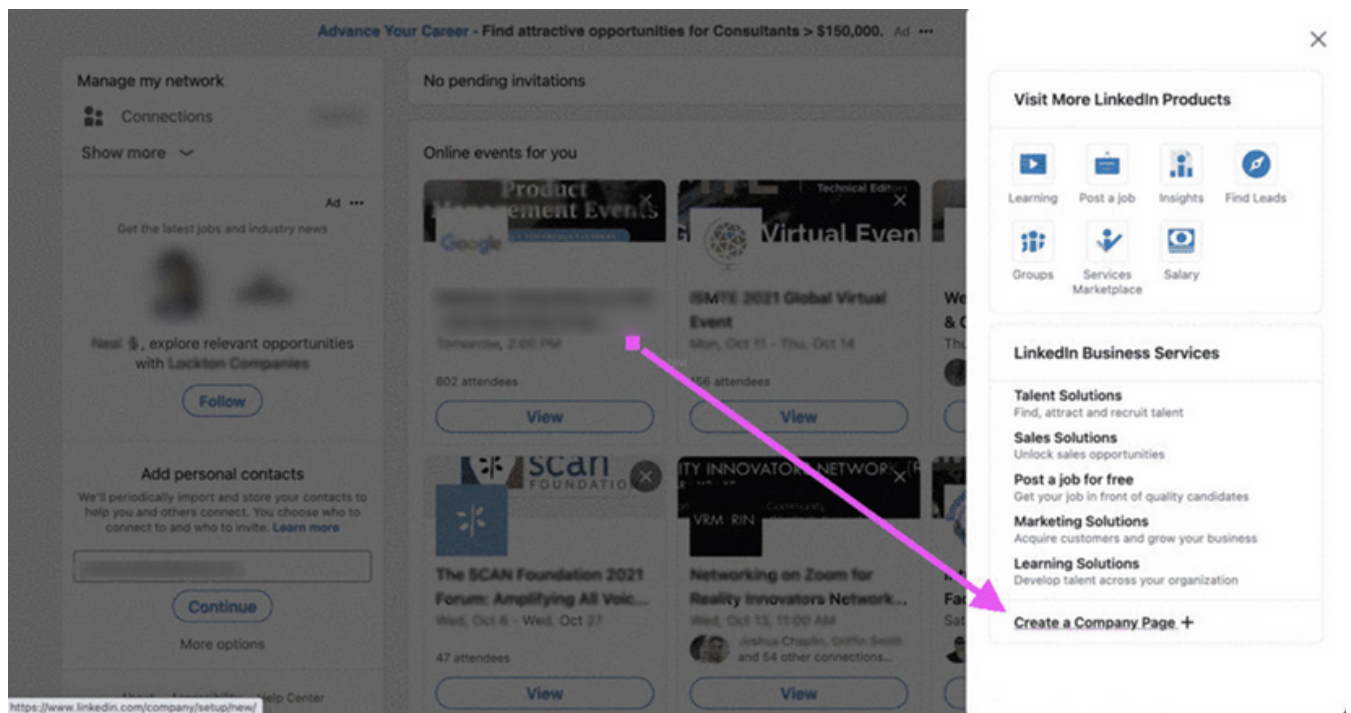
- By deactivating the option “**allow members to invite their contacts**”, this means that only administrators can add members. The latter can only add 1st level contacts from their respective network.
- If the “**require admins to review posts**” button is enabled, each post will have to be approved or not within 14 days.





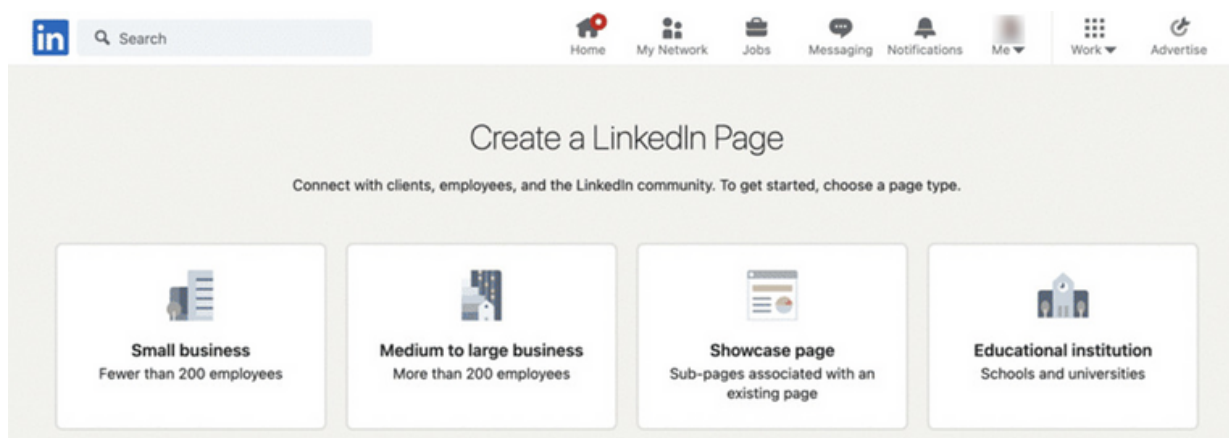
## WORKSHEET 10

### How to create a company page on LinkedIn?



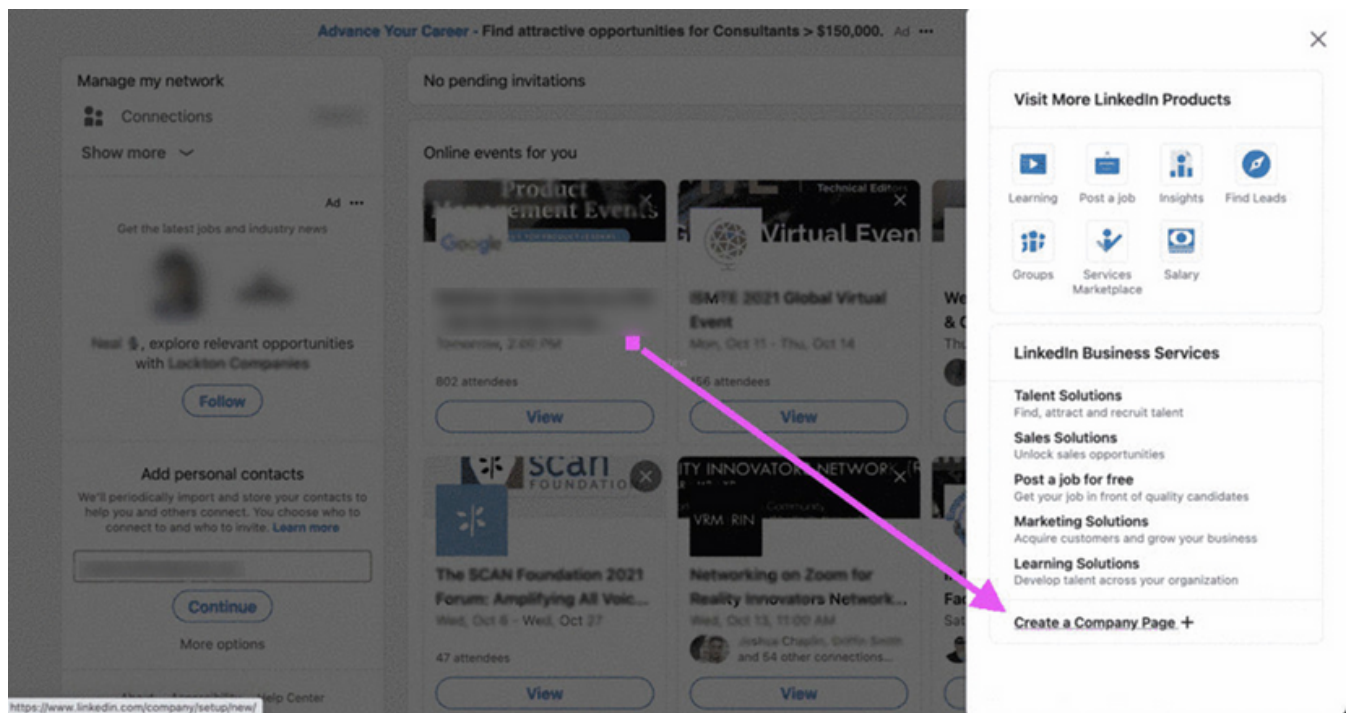
- Find the link to create a company page on LinkedIn under Work in the right-hand side of the top menu bar and at the bottom of the menu.
- Note that currently Company Pages on LinkedIn can only be created on the desktop, not their mobile app.
- Luckily, the process of how to create a company page on LinkedIn is super easy once you find the right link.
- Once you have found it, follow these steps.

### STEP 1: CHOOSE YOUR COMPANY PAGE CATEGORY



## WORKSHEET 10

### How to create a company page on LinkedIn?

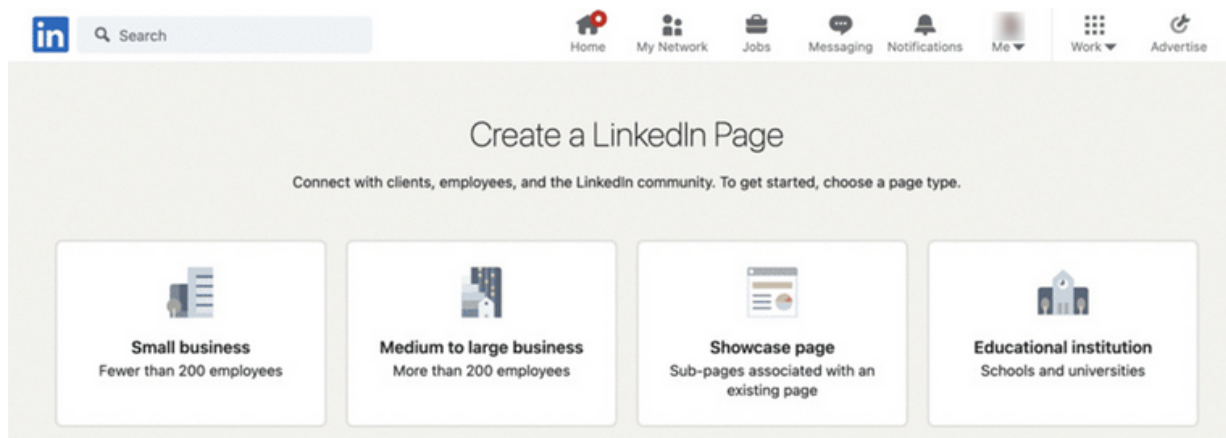


- Find the link to create a company page on LinkedIn under Work in the right-hand side of the top menu bar and at the bottom of the menu.
- Note that currently Company Pages on LinkedIn can only be created on the desktop, not their mobile app.
- Luckily, the process of how to create a company page on LinkedIn is super easy once you find the right link.
- Once you have found it, follow these steps.

## WORKSHEET 10

### How to create a company page on LinkedIn?

#### STEP 1: CHOOSE YOUR COMPANY PAGE CATEGORY



After clicking the link, you will need to **choose a category for your LinkedIn Company Page**. Choosing the right category helps LinkedIn populate the right options for your company. They offer four basic categories of LinkedIn company pages.

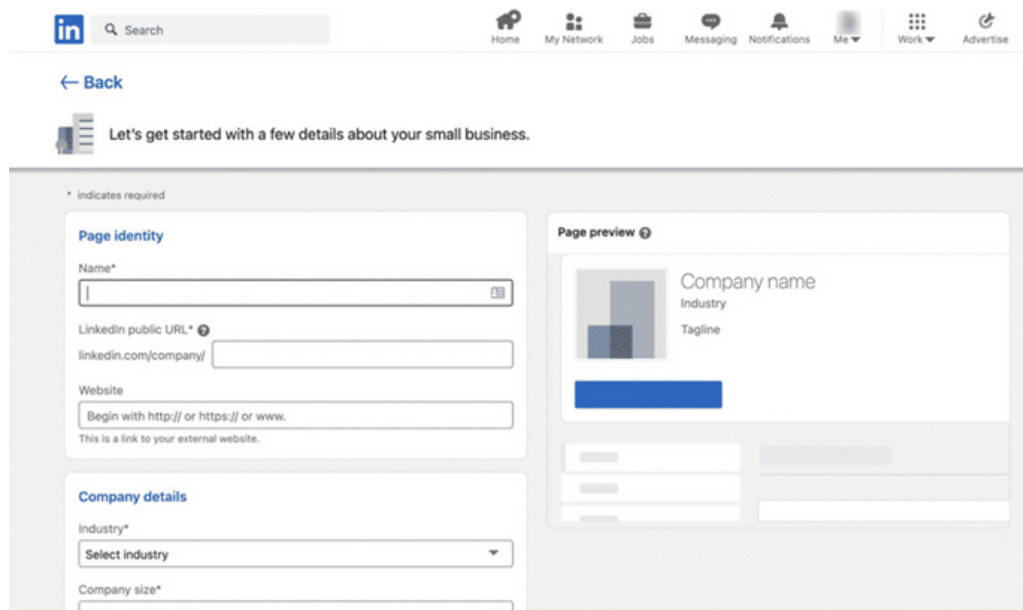
- **Small Business** (fewer than 200 employees): Typically, these are mom and pop shops or professional service providers with one location, or perhaps a couple of smaller ones in a specific geographic area.
- **Medium to Large Business** (more than 200 employees): Here, you have a very large range of company sizes. These can be small regional chains all the way to multinational corporations. It's interesting that there aren't any more detailed size-based classifications.
- **Showcase Page** – these are sub-pages associated with a current Company Page and thus outside of the scope of this post, but the process is easier as fewer details are needed for a Showcase Page because they are already included in your Company Page.
- **Educational Institution:** LinkedIn classifies educational institution as encompassing institutions of learning for any age, ability level, or type. In other words, this could be a preschool, grade school, vocational training center, college, or anything else that teaches.

The process for each of the pages is fairly similar, but we will use small businesses as an example for this blog post. This is because the small business category is easy to understand, and the other categories build on this type. After selecting your category, you will then be able to set up and launch your page on the next screen, where you will need to follow the next steps.

## WORKSHEET 10

### How to create a company page on LinkedIn?

#### STEP 2: SET YOUR PAGE IDENTITY



The screenshot shows the LinkedIn interface for creating a company page. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below this is a 'Back' button and a message: 'Let's get started with a few details about your small business.' The main form is titled 'Set your page identity' and is divided into two sections: 'Page identity' and 'Company details'. The 'Page identity' section includes fields for 'Name\*', 'LinkedIn public URL\*' (with a hint 'linkedin.com/company/'), and 'Website' (with a hint 'Begin with http:// or https:// or www.'). The 'Company details' section includes a dropdown for 'Industry\*' and a dropdown for 'Company size\*'. To the right of the form is a 'Page preview' section showing a mockup of the company page with fields for 'Company name', 'Industry', and 'Tagline'.

Next, you want to tell LinkedIn which company you want to identify. These are fields that will show up on the finished page, so it's important to ensure everything is accurate and proofread.

- First, **include the company name**. This can be the “doing business as (DBA)” or any subsidiary of a larger company. The important thing is that the company name is what people will recognize you as.
- Then, you **set the company page URL**. In this case, you’re making a LinkedIn custom URL that’s similar to the ones available to individuals. Typically, you want to use an easily recognizable version of your company name. You might have to be somewhat creative, though, if other companies have similar names and have claimed a URL already.
- Finally, you need to **add the company website URL**. Because of the frequency with which landing pages change, don’t use one for this field. Instead, use your homepage for the display address. You can always use landing pages in LinkedIn postings or other content.



## WORKSHEET 10

### How to create a company page on LinkedIn?

#### STEP 3: ENTER YOUR COMPANY DETAILS

The screenshot shows the LinkedIn 'Company details' form. A pink arrow points from the 'Me' dropdown in the top navigation bar to the 'Company details' section. The form includes dropdowns for Industry, Company size, and Company type. Below these is the 'Profile details' section with a logo upload area and a tagline field. A 'Page preview' on the right shows a placeholder for the company name, industry, and tagline. At the bottom, there is a verification checkbox.

Another important aspect of how to create a company page on LinkedIn is mastering the company details. Here, LinkedIn wants to “**sort**” your business into the right category: **What kind of services do you provide, how large is the business, and what kind of company?** This information is also helpful to potential customers and job seekers, especially if they have preferences like company size.

On LinkedIn, the fields that populate are industry, company size, and company type. The industry is self-explanatory: if you fix automobiles, or if you sell them, you’re in the automotive industry.

- However, an individual auto repair shop might have 20 employees and one location, while many car dealerships are in multi-location corporations and might well meet the definition of “medium” for LinkedIn.
- However, you can get more specific for company size if you want.

Finally, there’s the company type. This isn’t as obvious upfront as the other two categories, but part of how to create a company page on LinkedIn is properly stating your company type. For small businesses, it’s often an LLC or partnership. Larger companies tend to be corporations. **So, select the one which is most appropriate for your business.**

## WORKSHEET 10

### How to create a company page on LinkedIn?

#### STEP 4: PROMOTE YOUR BRANDING

**Company details**

Industry\*  
Select industry

Company size\*  
Select company size

Company type\*  
Select company type

**Profile details**

Logo  
Upload to see preview [Choose file](#)  
300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline ⓘ  
Example: A family-run accounting firm that promises you won't lose sleep over filing your taxes.

☐ I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional [terms](#) for Pages.

**Page preview ⓘ**

Company name  
Industry  
Tagline

Once you've finished with the basics it's time to add your branding to the LinkedIn company page.

- Your first task is to **add a logo**. This should be uploaded in the formats currently accepted by LinkedIn, often jpeg. As a rule, the 300×300 size is recommended for most logos.
- This way, your logo will look its best. Once the logo has been uploaded, add your company tagline or motto. By doing this, you'll both promote your branding and tell people what your company is all about.

## TASKS FOR LINKEDIN:

### TEXT FOR THE TRAINER:

Dear adult learners in order better to acquire the new knowledge about LinkedIn you should execute the following tasks:

1. Set up a LinkedIn account.
2. Upload your picture in your LinkedIn account.
3. Write a post in LinkedIn.
4. Add new connections in LinkedIn.
5. Create Facebook group.
6. Chat with a connection in LinkedIn.





## 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



## ASSERTIVE REFUSAL IN PRACTICE, EXPRESSING DIFFICULT EMOTIONS AND ACCEPTING CRITICISM

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 GET ANSWERS TO THE QUESTIONS THAT HAVE ARISEN IN YOUR LIFE?

☐ DEFINITELY YES    ☐ RATHER YES    ☐ RATHER NO    ☐ DEFINITELY NO

2. DID THE WORKSHOP PROVIDE YOU WITH USEFUL TIPS AND TECHNIQUES CREATING UP SOCIAL MEDIA ACCOUNTS, CREATING GROUPS AND SOCIAL FAN PAGES?

☐ DEFINITELY YES    ☐ RATHER YES    ☐ RATHER NO    ☐ DEFINITELY NO

3. DID THE WORKSHOPS PROVIDE YOU WITH USEFUL TIPS THAT MAY HELP YOU OVERCOME STAGE FRIGHT RELATED TO CONTACTS WITH A GROUP?

☐ 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.**



**Develop Your  
Creativity**

# CERTIFICATE

IT IS CONFIRMED THAT

.....  
(FULL NAME)

TOOK PART IN THE WORKSHOP  
"CREATING UP SOCIAL MEDIA ACCOUNTS, CREATING  
GROUPS AND SOCIAL FAN PAGES"

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

WORKSHOP FACILITATOR:

PLACE:

DATE:



**Co-funded by  
the European Union**