

DIGITAL SKILLS

MAIN SOCIAL NETWORK

AND HOW TO USE IT

PROGRAMME: ERASMUS+

KEY ACTION: PARTNERSHIPS FOR COOPERATION AND EXCHANGES OF PRACTICES

ACTION TYPE: SMALL-SCALE PARTNERSHIPS IN VOCATIONAL EDUCATION AND TRAINING

START: 03-04-2022 – END: 02-10-2023

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FACEBOOK

FACEBOOK IS ONE OF THE MOST POPULAR SOCIAL NETWORKS WORLDWIDE. TO CREATE A PROFILE ON FACEBOOK, FOLLOW THESE STEPS:

VISIT THE FACEBOOK WEBSITE OR DOWNLOAD THE APPLICATION ON YOUR MOBILE DEVICE.

PROVIDE THE REQUESTED INFORMATION, SUCH AS YOUR NAME, LAST NAME, EMAIL ADDRESS OR PHONE NUMBER, DATE OF BIRTH, AND CREATE A SECURE PASSWORD.

FOLLOW THE INSTRUCTIONS TO COMPLETE THE REGISTRATION PROCESS AND VERIFY YOUR ACCOUNT THROUGH THE PROVIDED EMAIL ADDRESS OR PHONE NUMBER.

AFTER CREATING YOUR PROFILE, YOU CAN PERSONALIZE IT BY ADDING PHOTOS, PERSONAL INFORMATION, INTERESTS, AND CONNECTING WITH FRIENDS.





BASIC FUNCTIONALITY OF FACEBOOK:

- **NEWS FEED:** YOUR HOMEPAGE, CALLED THE "NEWS FEED," DISPLAYS POSTS AND ACTIVITIES FROM YOUR FRIENDS AND THE PAGES YOU FOLLOW.
- **FRIENDS:** YOU CAN CONNECT WITH FRIENDS BY SENDING FRIEND REQUESTS, ACCEPTING FRIEND REQUESTS, OR SEARCHING FOR SPECIFIC PEOPLE.
- **POSTS:** YOU CAN SHARE TEXT, PHOTOS, VIDEOS, OR LINKS ON YOUR TIMELINE OR ON YOUR FRIENDS' TIMELINES.
- **GROUPS:** YOU CAN JOIN INTEREST-BASED GROUPS, PARTICIPATE IN DISCUSSIONS, AND SHARE CONTENT WITH PEOPLE WHO HAVE SIMILAR INTERESTS.



INSTAGRAM:



INSTAGRAM IS A HIGHLY POPULAR PHOTO AND VIDEO SHARING PLATFORM. HERE'S HOW TO CREATE A PROFILE ON INSTAGRAM: DOWNLOAD THE INSTAGRAM APP FROM YOUR APP STORE AND INSTALL IT ON YOUR MOBILE DEVICE. OPEN THE APP AND SELECT "SIGN UP WITH EMAIL OR PHONE NUMBER."

COMPLETE THE REQUESTED INFORMATION, SUCH AS YOUR USERNAME, EMAIL ADDRESS OR PHONE NUMBER, CREATE A PASSWORD, AND PROVIDE A PROFILE PICTURE. AFTER CREATING YOUR ACCOUNT, YOU CAN PERSONALIZE YOUR PROFILE BY ADDING A SHORT BIO, A WEBSITE (IF AVAILABLE), AND CONNECTING WITH OTHER PEOPLE.

BASIC FUNCTIONALITY OF INSTAGRAM:

- **FEED:** IN THE "FEED" SECTION, YOU WILL SEE PHOTOS AND VIDEOS FROM YOUR FRIENDS AND PROFILES YOU FOLLOW.
- **POSTS:** YOU CAN SHARE PHOTOS AND VIDEOS ON YOUR PROFILE PAGE AND ADD CAPTIONS OR RELEVANT HASHTAGS TO REACH A WIDER AUDIENCE.
- **STORIES:** YOU CAN SHARE TEMPORARY PHOTOS OR VIDEOS THAT DISAPPEAR AFTER 24 HOURS. YOU CAN ALSO ADD STICKERS, TEXT, OR SPECIAL EFFECTS.
- **EXPLORE:** YOU CAN DISCOVER NEW CONTENT BY SEARCHING HASHTAGS, EXPLORING POPULAR PHOTOS, OR VIEWING RECOMMENDED CONTENT BASED ON YOUR INTERESTS.





TIK TOK:



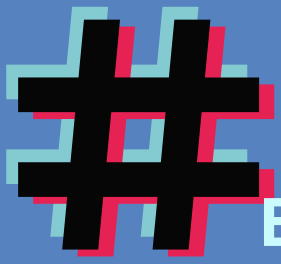
TIKTOK IS A PLATFORM FOR SHARING SHORT AND ENGAGING VIDEOS. HERE'S HOW TO CREATE A PROFILE ON TIKTOK: DOWNLOAD THE TIKTOK APP FROM YOUR APP STORE AND INSTALL IT ON YOUR MOBILE DEVICE.

OPEN THE APP AND TAP "SIGN UP."

COMPLETE THE REQUESTED INFORMATION, SUCH AS YOUR PHONE NUMBER OR EMAIL. YOU CAN ALSO LOG IN USING AN EXISTING GOOGLE OR FACEBOOK ACCOUNT.

CREATE A UNIQUE USERNAME AND CHOOSE A SECURE PASSWORD.

AFTER CREATING YOUR PROFILE, YOU CAN PERSONALIZE IT BY SELECTING CATEGORIES OF VIDEOS YOU'RE INTERESTED IN AND START FOLLOWING OTHER USERS.



BASIC FUNCTIONALITY OF TIKTOK:

- **FOR YOU PAGE (FYP):** THE "FOR YOU" PAGE DISPLAYS RECOMMENDED VIDEOS BASED ON YOUR INTERESTS AND PREVIOUS INTERACTIONS.
- **FOLLOWING:** YOU CAN FOLLOW OTHER USERS TO SEE THEIR VIDEOS ON YOUR "FOLLOWING" PAGE.
EFFECTS AND FILTERS: TIKTOK OFFERS A WIDE RANGE OF EFFECTS AND FILTERS TO MAKE YOUR VIDEOS MORE CREATIVE AND ENGAGING.
- ***DUET:*** YOU CAN CREATE A DUET WITH ANOTHER USER BY RECORDING YOUR OWN VIDEO ALONGSIDE **THEIRS.**
- ***HASHTAGS:*** YOU CAN USE HASHTAGS TO REACH A WIDER AUDIENCE AND **PARTICIPATE** IN VIRAL CHALLENGES.



LINKEDIN:



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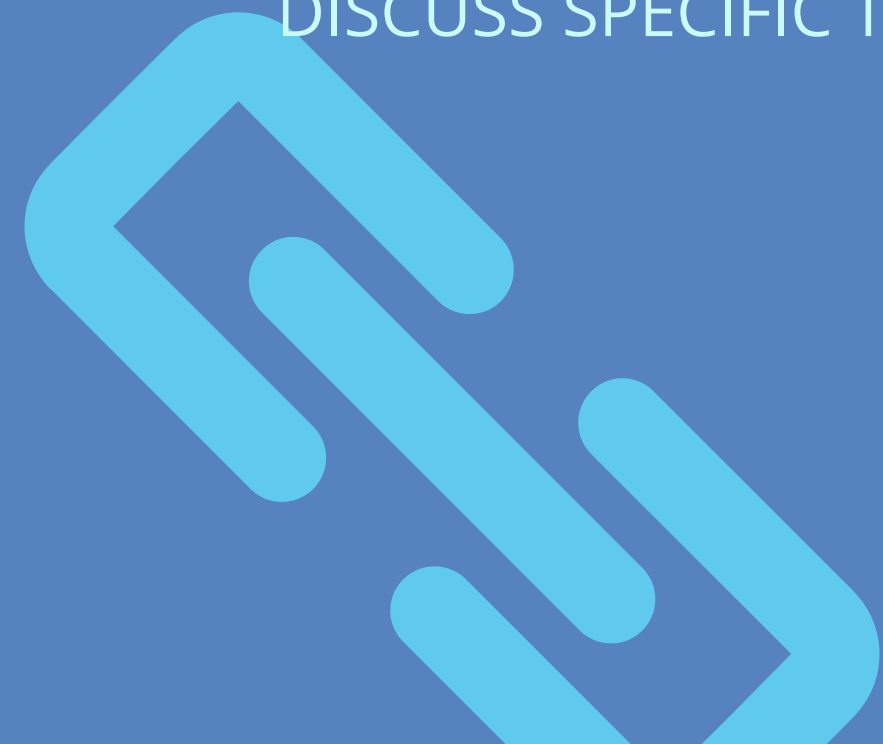


LINKEDIN IS A PROFESSIONAL NETWORKING PLATFORM USED TO CONNECT WITH PROFESSIONALS ACROSS VARIOUS INDUSTRIES. HERE'S HOW TO CREATE A PROFILE ON LINKEDIN: VISIT THE LINKEDIN WEBSITE OR DOWNLOAD THE LINKEDIN APP ON YOUR MOBILE DEVICE. PROVIDE THE REQUESTED INFORMATION, SUCH AS YOUR NAME, LAST NAME, EMAIL ADDRESS, AND CREATE A PASSWORD. COMPLETE YOUR PROFILE BY PROVIDING DETAILS ABOUT YOUR PROFESSIONAL BACKGROUND, PAST WORK EXPERIENCES, SKILLS, AND EDUCATION. AFTER CREATING YOUR PROFILE, YOU CAN CONNECT WITH COLLEAGUES, SEARCH FOR JOB OPPORTUNITIES, ENGAGE IN PROFESSIONAL DISCUSSIONS, AND FOLLOW COMPANIES OF INTEREST



BASIC FUNCTIONALITY OF LINKEDIN:

- **PROFILE**: YOUR LINKEDIN PROFILE IS A SUMMARY OF YOUR WORK EXPERIENCES, SKILLS, AND PROFESSIONAL CONNECTIONS.
- **CONNECTIONS**: YOU CAN CONNECT WITH COLLEAGUES, FRIENDS, AND PROFESSIONALS FROM VARIOUS INDUSTRIES BY SENDING CONNECTION REQUESTS.
- **FEED**: IN YOUR FEED, YOU WILL SEE POSTS AND ARTICLES SHARED BY YOUR CONNECTIONS AND THE PAGES YOU FOLLOW.
- **GROUPS AND DISCUSSIONS**: YOU CAN PARTICIPATE IN INTEREST-BASED GROUPS TO DISCUSS SPECIFIC TOPICS AND NETWORK WITH PROFESSIONALS IN THE SAME INDUSTRY.



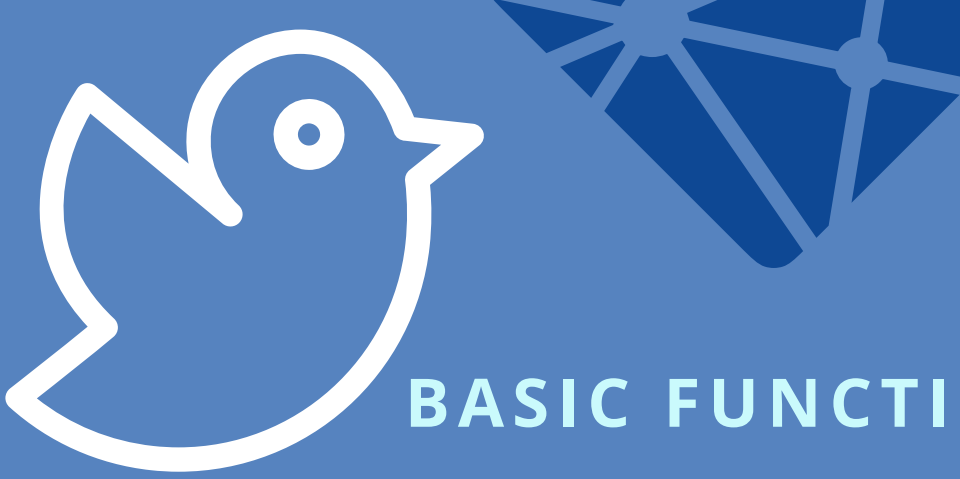
TWITTER:



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TWITTER IS A POPULAR SOCIAL NETWORKING PLATFORM THAT FOCUSES ON REAL-TIME UPDATES AND SHORT-FORM CONTENT. HERE'S HOW TO CREATE A PROFILE ON TWITTER: DOWNLOAD THE TWITTER APP FROM YOUR APP STORE AND INSTALL IT ON YOUR MOBILE DEVICE OR VISIT THE TWITTER WEBSITE. SIGN UP FOR AN ACCOUNT BY PROVIDING YOUR NAME, EMAIL ADDRESS OR PHONE NUMBER, AND CREATING A PASSWORD. CHOOSE A UNIQUE USERNAME (ALSO KNOWN AS A HANDLE) THAT WILL REPRESENT YOUR PROFILE ON TWITTER. AFTER CREATING YOUR ACCOUNT, YOU CAN PERSONALIZE YOUR PROFILE BY ADDING A PROFILE PICTURE, HEADER IMAGE, AND BIO.



BASIC FUNCTIONALITY OF TWITTER:

- **TWEETS**: YOU CAN COMPOSE AND SHARE TWEETS, WHICH ARE SHORT MESSAGES OF UP TO 280 CHARACTERS, EXPRESSING YOUR THOUGHTS, OPINIONS, OR SHARING INFORMATION.
- **FOLLOWING**: YOU CAN FOLLOW OTHER TWITTER USERS TO SEE THEIR TWEETS ON YOUR TIMELINE.
- **RETWEETS AND LIKES**: YOU CAN RETWEET OTHER USERS' TWEETS TO SHARE THEM WITH YOUR FOLLOWERS, AND YOU CAN LIKE TWEETS TO SHOW YOUR APPRECIATION OR AGREEMENT.
- **HASHTAGS**: YOU CAN USE HASHTAGS TO CATEGORIZE YOUR TWEETS AND PARTICIPATE IN DISCUSSIONS OR TRENDS RELATED TO SPECIFIC TOPICS.
- **MENTIONS AND REPLIES**: YOU CAN MENTION OTHER USERS IN YOUR TWEETS BY INCLUDING THEIR USERNAME PRECEDED BY THE "@" SYMBOL. YOU CAN ALSO REPLY TO TWEETS TO ENGAGE IN CONVERSATIONS. .



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