WORKSHOP MANUAL

First European Moment

by Elena Popescu

Content

1. Introduction

This workshop manual is intended for teachers, librarians, educators, and anyone who wants to educate future generations to create content for social good. The workshop provides an introduction to the topics of Europe and social media campaigns.

In this workshop, students will discuss the importance of Europe[1] in their daily lives and will create a basic social media campaign. Methods, such as the 4C's[2] (collaboration, communication, creativity and critical thinking) and interactive visual materials are used to engage the students in understanding the importance of these topics. The workshop can take place digitally or on-site.

AIM **The workshop aims to teach young people how to create a social media campaign on topics related to Europe. It is meant to help the participants experience their First European Moment in the digital world.**

The "First European Moment"[3] workshop believes that children and young people can be both incredible creators as well as influencers. It is based on the assumption that social media channels can be used to help societies grow. The workshop teaches young people how to use digital tools to create content for social good. It creates context for our participants to present their perspective on how they understand their rights as European citizens and the future of Europe they want to experience.

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1 When speaking of Europe, we do not limit itself to the existing institutional setting of the European Union. Rather, we refer to the framework, values and vision of the European Convention of Human Rights by the Council of Europe and its 47 member states, whose stated aim is to uphold human rights, democracy and rule of law in Europe.

2 https://www.aeseducation.com/blog/four-cs-21st-century-skills

3 Their First European Moment could refer to a first European trip, a first conversation with someone from another country, or indeed this workshop (seen as their first time creating a social media campaign on a topic regarding Europe).

DURATION
approximately 90 minutes

PARTICIPANTS
young people aged 13 to 16 in groups of 10–16 participants. If the workshop takes place on-site, there could be up to 20 participants (larger groups can be split up and managed simultaneously).

FORMAT
digital or on-site.

SETTING / MATERIAL
FOR THE DIGITAL VERSION *
an online platform (e.g. Zoom, Google Meet, Discord, etc.), a digital workplace (Mural, digital whiteboard on Zoom) and guiding templates (you can find them below in the "First European Moment" kit)

FOR THE ANALOGUE VERSION:
a classroom with desks and chairs, pens/pencils, sticky notes and "First European Moment" kit (link provided in chapter five, "Sources").

LEARNING OBJECTIVES
1. Develop own social media campaign
2. Feel empowered and confident to make positive change
3. Learn about the importance of Europe
4. Experience First European Moment

* For the digital version, there are some technical requirements that need to be fulfilled: stable internet connection and a laptop/computer (not phones or tablets).

→ All materials can be downloaded here

2. Schedule

DURATION	MODULE	TOOLS	DESCRIPTION
15–20 min	**Welcome & Icebreaker**	Garticphone https://garticphone.com/ or any other icebreaker (just keep in mind that it should not exceed 10 minutes)	Welcome and introduction game (icebreaker) and agenda
15 min	**MODULE 1** **What Does Europe Mean to You?**	*FOR THE DIGITAL VERSION:* Mural https://www.mural.co/ or any digital whiteboard (see template); *FOR THE ANALOGUE VERSION:* "First European Moment" kit.	Introduction to the topic of Europe. Open discussion about Europe and reflection on the importance of Europe in their daily lives.
20 min	**MODULE 2** **Creating a Persona: #EuroEmoji**	*FOR THE DIGITAL VERSION:* Mural https://www.mural.co/ or any digital whiteboard (see template); *FOR THE ANALOGUE VERSION:* "First European Moment" kit.	Each participant has to create a story about a European emoji. At the end, they will present their European emoji and the creative process behind it.
30 min	**MODULE 3** **How to: Create a Social Media Campaign**	*FOR THE DIGITAL VERSION:* Mural https://www.mural.co/ or any digital whiteboard (see template); *FOR THE ANALOGUE VERSION:* "First European Moment" kit.	There will be a canvas for each group with recommended questions and activities. Each group will choose a story from exercise 3 and start creating a social media campaign following the four steps in canvas. At the end, they reflect as a group on the steps to creating a social media campaign and how it can promote the importance of Europe in their daily lives.
5 min	**Feedback**	*FOR THE DIGITAL VERSION:* Mentimeter or open discussion; www.mentimeter.com/ *FOR THE ANALOGUE VERSION:* open discussion.	Open discussion and a survey on the workshop, e.g. what they liked, what could be improved, and so on.

3. Implementation

Welcome and Icebreaker — 15–20 min

AIM   **The participants learn each other's names, and get to know each other.**

TASK   The moderator welcomes everybody and presents the agenda of the workshop. Then, the students are invited to participate in a game (icebreaker). This can be the one recommended below or an alternative, but please keep in mind that it should not exceed 10 minutes.

The recommended icebreaker (→ https://garticphone.com/) starts with the moderator sharing the screen and presenting the game: firstly, everyone has to write a sentence, then each student will receive a sentence from another student that they have to draw. Then, the drawings are circulated and each student has to describe their drawing in one sentence.
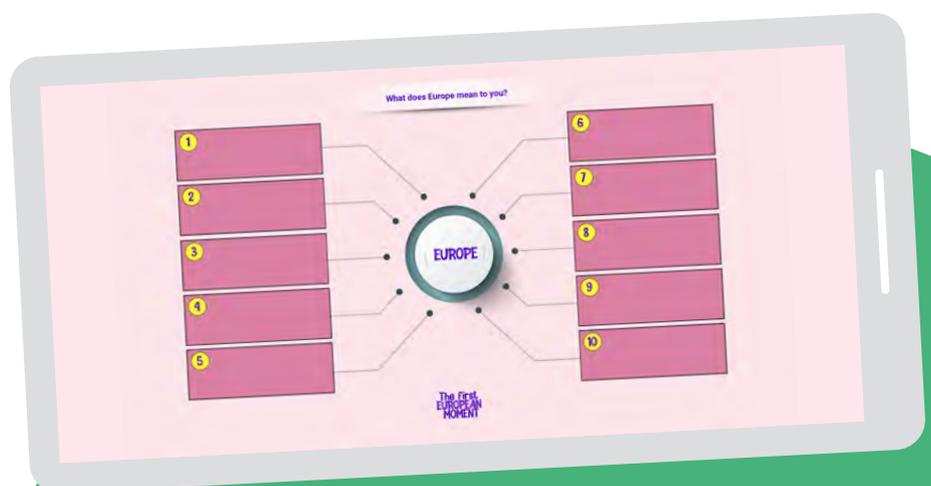
What Does Europe Mean to You? — 15 min

AIM   **The participants learn about the importance of Europe.**

PREPARATION   A digital workspace (such as Mural) is needed for the digital version. It is recommended to become accustomed to the platforms beforehand. If Mural is not available, you can use any digital whiteboard to create/upload the templates.

The moderator should briefly explain how the platform works and how they can write in the digital workspace through screen sharing. The template should look like a mind map that the students will complete.

For the analogue version, *the moderator will hand out the printed template for exercise 1 to students and this will be circulated among them until it is completed by everybody. For more information about how to use it, refer to the kit's brochure).*

Template 1: "What does Europe mean to you?"

The moderator introduces the topic of Europe by inviting students to an open discussion (10 minutes) and by asking them a series of questions such as:

- What does Europe mean to you?
- Where do you come across Europe in your daily life?
- What do you think of when you say Europe?
- What benefits does Europe bring?
- Why is Europe important to you?

The questions should serve as conversation starters and should be visible during the exercise in the chat.

TASK   The moderator then asks each student to write in the digital workspace at least one answer to the questions from above (5 minutes). If they face any problems, the moderator should intervene by encouraging and telling them that every answer is valid as well as providing alternative answers. At the end, the moderator summarizes the importance of Europe in their daily lives and sets up the context for the next step (5 minutes).

Creating a Persona: #EuroEmoji
— 20 min

AIM   **Create a target audience persona.**

PREPARATION   A digital workspace (such as Mural or any digital whiteboard) is needed. The template should have a simple design (see the template example), keeping in mind that it should be divided according to the number of participants, with each participant assigned a space for writing and a space for drawing. There is also a timer. They should have approximately two minutes for drawing and approximately nine minutes for writing ideas. For the writing part, there are three challenges every three minutes.

For the analogue version, you need the "First European Moment" kit (printed template for exercise two) and pencils/pens.

TASK   Each participant has to create a story about a European emoji (see the template below). The moderator presents the space for each student and informs them that for this exercise there is a timer. They have approximately two minutes for drawing and approximately nine minutes for writing their ideas for the story. Every three minutes, there is a new challenge. The first one is to invent a short story about a European Emoji (think about age, gender, name, location, education, and so on). The second should answer the question "Why and how is it European?", and the final question "What are the values and opinions of the Emoji?".
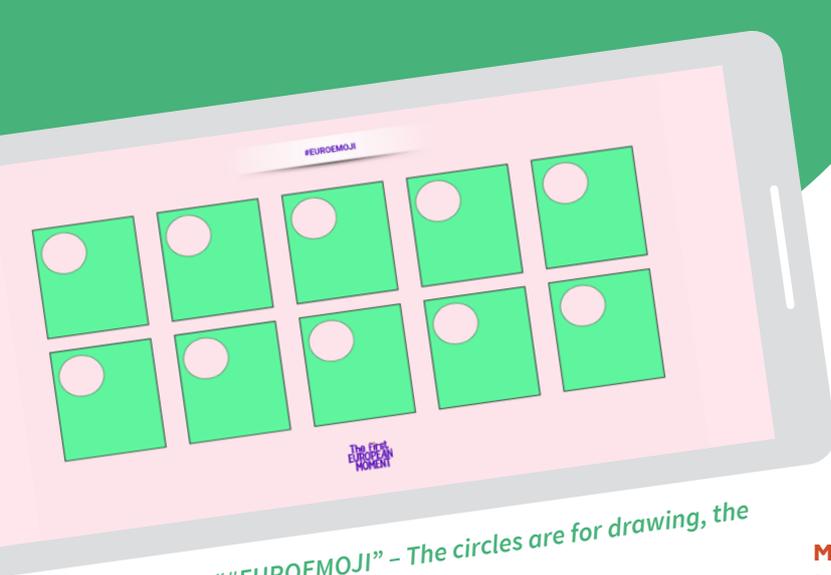
Template 2: "#EUROEMOJI" – The circles are for drawing, the green squares are for writing.

EXAMPLE

- Maria: a 3-year-old fictional Emoji from Austria
- Maria is an optimistic type of Emoji and would love to become a filmmaker
- She is studying Communications at a university in Vienna
- During her summer break, she would like to create a short movie about studying in Europe
- She really believes in creativity

During this time, the moderator silently reads the stories as they are being created. Once the time is up, the moderator asks the students if someone would like to present the story, if not, the moderator chooses one, explaining the choice and creation of personas.[4] At the end, they reflect as a group on the importance of creating a persona for a social media campaign and how it can help them to get in the mindset of the target audience.

Guiding questions: Why is it important to create a persona? How do you see the process of creating a persona in a Europe full of diversity-oriented[5] people?

4   https://sproutsocial.com/insights/social-media-personas/
5   https://understanding-europe.org/en/education/glossary/

How to: Social Media Campaign
— 30 min

AIM   The students learn to identify the elements of a social media campaign and then create a first sketch of a campaign.

PREPARATION   **A digital workspace (such as Mural or any digital whiteboard) and two canvases (templates) are needed.**
Each canvas should be divided into 4 parts: key message, target audience, medium and impact. Each part has a series of questions (see the template below).

For the analogue version, you need the "First European Moment" kit (printed templates for exercise four, which includes question cards and canvases) and sticky notes (these will be put on the printed canvas by students after they answer the questions from the cards).

TASK   **The students will be divided into two groups. There will be a canvas for each group with the recommended questions and activities.**
The moderator will introduce the exercise (5 minutes). For the digital workshop, the students will be divided into two breakout rooms where they can work together. The moderator will visit each group from time to time to offer support and help where needed. Each group will choose a story from exercise 3 and start creating a social media campaign following the four steps on the canvas. For each part, a moderator will read the questions and help the students to come up with answers.

In case students do not wish to pick one of the stories from exercise 3, here are some other social media campaign topics: opportunities to study in Europe, education and youth in Europe, values and rights in Europe, the importance of learning foreign languages and my Green Deal: How to Protect the Natural Environment in Europe, etc.
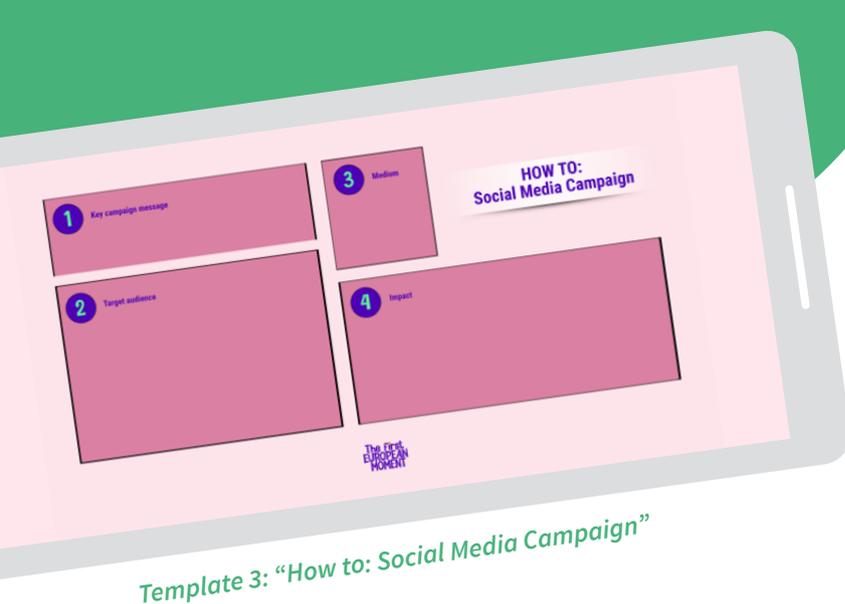
Template 3: "How to: Social Media Campaign"

Step 1: Key campaign message (5 minutes)
This section provides students with information and a few tips on key messages and explains why they are important for social media campaigns. The moderator will give a first introduction with the following rules and recommendations on key messages:

- it should be short and simple and use short sentences
- it should have a strong call-to-action[6] that the target audience can render easily after they have read the story
- it should include the European story that is addressed in the campaign in a way that shows why it is important

The moderator then asks the students to answer these important questions in order to get a clear idea of where they are going with their campaign (all the questions should be made visible at all times):

- What story about Europe do you want to promote?
- What are the words and graphics you want to post on your social media account?
- What creative call to action will you use to generate engagement?

Step 2: Target audience (5 minutes)
The students should learn about picking the right audience. They need to have an idea of who their audience is going to be. The moderator, therefore, asks the participants to use the #EuroEmoji stories from exercise 3 and start building personas to better understand the people they want to reach through their campaign idea. The following three questions can support the process of defining target audiences (all the questions should be made visible at all times):

- Where can I find my target audience? On what social media channel?
- What would be your audience's motivation to share your message with their friends?
- How old are they?

Step 3: Medium (5 minutes)
The next step is for students to learn how to choose the online platforms on which they would like to run their campaign. The moderator should present the next step, which is adapting their message on a dedicated platform and medium. Campaign messages can be distributed through:

- Videos: vlogs, TikToks, animations
- Audios: podcasts, audio notes
- Visuals: photos, posters, charts
- Texts: blogs, articles

The next step aims to pick the platform the target audience feels most comfortable with. If they, for example, target a young audience, it makes sense to reach the target audience through Snapchat, Discord, TikTok, or Instagram.

6 https://www.optimizely.com/optimization-glossary/call-to-action/
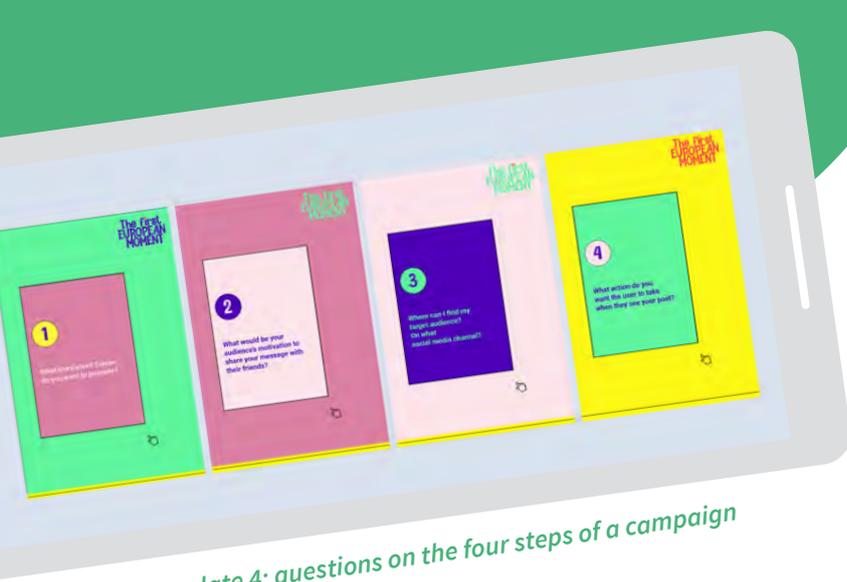
Template 4: questions on the four steps of a campaign

Step 4: Impact (5 minutes)

As part of step 4, students should learn that before starting a campaign, they should write down a clear definition of success. This is important as the definition should then be used as an indicator for ensuring that their campaign is on track. The moderator asks the students these important questions (all the questions should be made visible at all times):

- What does success look like for your campaign?
- What action do you want the user to take when they see your post?
- Why does your campaign make a difference?

At the end, they come back to the main group and reflect as a group on the steps for creating a social media campaign[7] and how it can be used for promoting the importance of Europe in their daily lives, its usefulness, relevance, effectiveness and innovativeness, and its involvement of target groups, (5 minutes).

Guiding questions: What step did you find the most effective? What are the benefits of knowing the steps of a social media campaign? How can you use what you have learnt in your daily lives? What European topic would you introduce in your next campaign?

Feedback — 5 min

AIM   They share information on what they liked, what needs to/could be improved in the workshop.

PREPARATION   for the digital workshop, a digital workspace (survey on Mentimeter.com)

TASK   A moderator invites students to an open discussion about what they found useful, what they liked, what needs to be improved and then provides students with a link to a survey for feedback (5 minutes).

AUTHOR
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Elena Popescu is the co-founder of Station Europe and works to help children make more effective use of social media for social change. She is a teacher with more than five years of experience and her goals are to design activities that treat students fairly and equally and to incorporate them into future projects. She also co-created a project financed by the Robert Bosch Stiftung called "Vlogging Academy" – which is a modular educational hub made for children from rural and small urban areas who want to become social media mavericks.

7   Examples of successful campaings:
Fridays for Future– https://fridaysforfuture.org/
DiscoverEU – https://europa.eu/youth/discovereu_en

4. Glossary

PERSONA – are fictional representations of your ideal customers.

→ https://sproutsocial.com/insights/social-media-personas/

SOCIAL MEDIA CAMPAIGN – is a series of coordinated messages aimed to convince us to take action, to empower people to make the world a better place through social media tools.

→ https://blog.hootsuite.com/social-media-campaign-strategy/#:~:text=A%20social%20media%20campaign%20is%20a%20series%20of%20coordinated%20activities,across%20multiple%20social%20media%20platforms.

TARGET AUDIENCE – the demographic of people most likely to be interested in a company's product or service.

→ https://www.thebalancesmb.com/what-is-a-target-audience-2295567

5. Sources

"What Are the 4 C's of 21st Century Skills?" by Brit Stauffer –
→ https://www.aeseducation.com/blog/four-cs-21st-century-skills

"How to use social media personas to boost brand engagement" by Brent Barnhart -
→ https://sproutsocial.com/insights/social-media-personas/

The Future of Europe: unleashing the potential of young people –
→ https://www.youthforum.org/sites/default/files/publication-pdfs/EYF_future_of_europe-2%281%29.pdf

12 ideas for the Future of Europe –
→ https://europa.eu/youth/sites/default/files/12_ideas_for_the_future_of_europe.pdf

6. Imprint