

Session: Let's make it go viral

Aim of session: The aim of the second webinar is to involve the participants into a discussion on the topic that they had started working on in the previous assignments, and to follow up on those discussions. It will give a good feeling of how participants are advanced in the topic and allow to adjust (if needed) follow up during the physical training.

Material needed: notes prepared by participants (task from first session)

Time of session: 1 hour webinar

Description of session: The second session should build on the tasks that were presented to the participants during the introductory session on the topic, that is, to first of all compare their own perception of social media usage and the actual trends. Secondly, participants are asked to make a research about social media channels used by their own institutions – that way they become more involved in the topic and get another perspective of the trends. “Homework” they had to make has a purpose of giving a meaning to the work they do and offering them feedback. Secondly, homework encourages participants to simply engage in the topic and get fundamental knowledge, without which further discussion and training would be difficult and possibly not have the expected impact. The participants are expected to present their assignment – the topic of social media is usually better discussed in a group than just written on a paper. The facilitator should get the group involved in the discussion of how they use internet and how important it is to them, and how young people perceive it – which is on a different scale and by many it comes as a surprise. However, understanding those differences is essential if we want to “talk the same language” with our future students. Additionally, the discussion among the participants allows to add comments during the follow up and generate true engagement of participants. At the end, the moderator of the activity sums up the information given during previous tasks, and offers a view of what is about to be presented during the physical training.

Other notes:

We consider it vital to make a follow up of the activities given to participants as a “homework”. It gives a meaning to the work they make – the feeling of doing something that has a purpose.