

MODULE 2

VIRTUAL SPACES

AND VIDEOS

Training Module for Online and video content elaboration, launch and maintenance of virtual spaces



AGORA4.0



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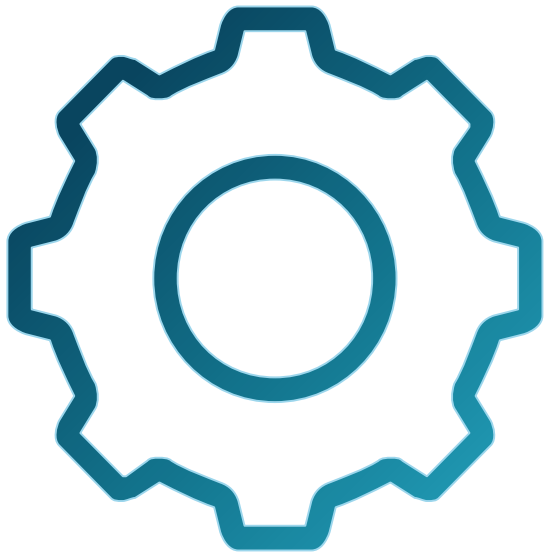
About Module 2



In this module you will find clear, concise and up-to-date training on:

- how to produce online content
- how to produce and work with videos
- how to launch virtual spaces
- how to plan and maintain in long-term perspective attractive and useful virtual spaces.

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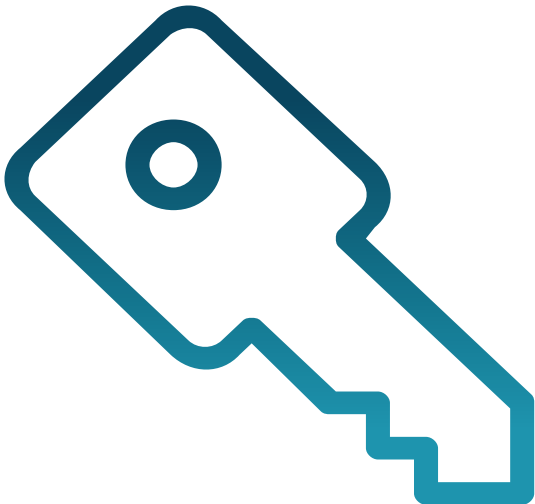
Virtual spaces

5 - Launching social media pages

6 - Plan and maintain your social media pages in a sustainable way

"The power of digital content lies not just in its creation but in its ability to connect, inspire and ignite change."

Unknown author



1. Online content production



**Strategy, planning
and communicating
effectively online**

1. ONLINE CONTENT PRODUCTION

Producing online content can be a great way to reach a wider audience and deliver training effectively in the digital age.

Here are some steps to produce online content using planning and a strategic approach:

- 1. Define your audience: understanding who your target trainees are helps you to tailor your content and messaging to meet their specific needs and interests.**
- 2. Identify your objectives: determine what you want to achieve through your online content, such as build brand awareness, promote a course, or deliver training.**

1. ONLINE CONTENT PRODUCTION

3. Choose the right format: there are many different formats to choose from when producing online content, such as videos, podcasts, blogs and webinars, among others. Choose the format that best fits your objectives and audience.

4. Plan your content: create a content plan that outlines what you want to cover in each piece of content and how it fits into your overall strategy. Make sure to include a mix of different types of content to keep things interesting and engaging.

5. Promote your content: once your content is created, it is important to promote it to your target trainees. Use social media, email marketing and other digital marketing channels to get your content displayed to as many people as possible.



Source: www.freepik.com

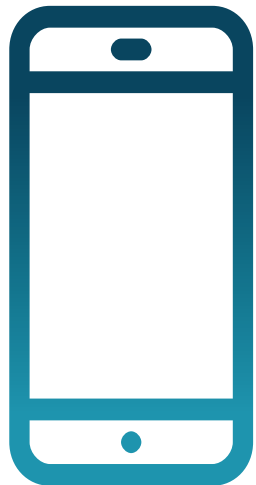
1. ONLINE CONTENT PRODUCTION

6. Evaluate and adjust: regularly evaluate the performance of your content and adjust your strategy as needed to ensure that it is meeting your objectives and resonating with your target audience.

Social media platforms like Facebook, Instagram, LinkedIn and YouTube offer unique benefits for VET trainers to communicate effectively online.



2. Online content production



Developing VET contents in social media

2. ONLINE CONTENT PRODUCTION

With the widespread use of social media, VET trainers can leverage these platforms to engage with their students, share valuable content and promote their training programmes to a wider audience.

Social media also allows trainers to establish themselves as leaders in their field and connect with other trainers and experts. By creating and sharing engaging content, trainers can build strong relationships with their students and maintain a sense of community even when they are not physically present.

Additionally, social media provides a cost-effective and efficient way to deliver training content to a large audience, making it an essential tool for nowadays VET trainers.



Source: www.freepik.com

2. ONLINE CONTENT PRODUCTION

Facebook:

- **Create short and informative videos that highlight specific VET topics.**
- **Use Facebook Live to hold Q&A sessions and webinars with students or other trainers.**
- **Share case studies or success stories of students or workers who have completed your training programme.**
- **Use humour or memes to engage your audience and make training topics more relatable.**
- **Run polls or surveys to estimate interest in specific topics or get feedback on training programmes.**



2. ONLINE CONTENT PRODUCTION

Instagram:

- **Use visually appealing photos or graphics to highlight specific training topics or tips.**
- **Create Instagram stories that give a behind-the-scenes look at your training programme or showcase student success stories.**
- **Use Instagram Reels to create short, informative videos that break down complex training topics into bite-sized pieces.**
- **Use relevant hashtags to increase the visibility of your training content.**
- **Collaborate with other trainers or educational influencers to expand your reach.**



2. ONLINE CONTENT PRODUCTION

LinkedIn:

- **Share leadership articles or insights related to your training area to position yourself as an expert.**
- **Create and share videos that offer career advice or insights into VET.**
- **Post job openings or career-related content to attract top talent to your training programme.**
- **Share news or research reports to keep your audience informed about the latest training trends.**
- **Engage with other users by commenting on their posts and starting conversations around training topics.**



2. ONLINE CONTENT PRODUCTION

YouTube:

- **Create high-quality video content that covers specific training topics or offers tips and advice for aspiring trainers.**
- **Optimise your videos for search by using relevant keywords in your titles and descriptions.**
- **Collaborate with other YouTube creators or educational influencers to reach a wider audience.**
- **Use YouTube Live to host training sessions or webinars.**
- **Use annotations and cards to direct viewers to other relevant training videos or resources.**



3. Online video production

Fundamentals



3. ONLINE VIDEO PRODUCTION

The process of creating videos to be published and distributed online is a powerful tool for VET trainers to connect with their trainees and convey their message in an engaging and visual way.

Online videos can be used for various purposes, such as promoting training courses or providing and sharing training content.

To create a effective online video, there are aspects to consider. Here are some tips to make sure you succeed!



Source: www.freepik.com

3. ONLINE VIDEO PRODUCTION

- 1. Plan your content:** before you start filming, make sure you have a clear idea of what you want to transmit to your audience. Write a script or outline to help shaping your video.
- 2. Choose the right equipment:** you do not necessarily need a fancy camera to create a high-quality video. Many smartphones have excellent video capabilities. However, you must want to invest in a good microphone to ensure that your audio is clear and easy to hear.
- 3. Consider lighting:** lighting is crucial for creating a professional-looking video. Natural light is best but, if that is not possible, invest in some affordable lighting options like ring lights or softbox lights.

3. ONLINE VIDEO PRODUCTION

4. **Shoot in a quiet space:** background noise can be distracting and make it difficult to hear what is being said. Find a quiet location to film and consider using a noise-cancelling microphone if necessary.
5. **Keep it short:** trainees, like any online viewer, have short attention spans, so keep your video concise and to the point. Aim for 1-3 minutes in length.
6. **Edit your video:** take time to edit your video and make sure it flows well. Cut out any unnecessary footage or audio and add in relevant graphics or text if needed.

3. ONLINE VIDEO PRODUCTION

7. Add a call to action: encourage your viewers to take action after watching your video. This could be subscribing to your channel, visiting your website or following you on social media.

8. Share your video: once you have created your video, share it on social media, your website or other relevant platforms to reach your trainees.

Remember, practice makes perfection! Keep creating videos and testing with different techniques to improve your skills and meet your trainees' needs and feedback.



Source: www.freepik.com

4. Online video production

Tools for social media



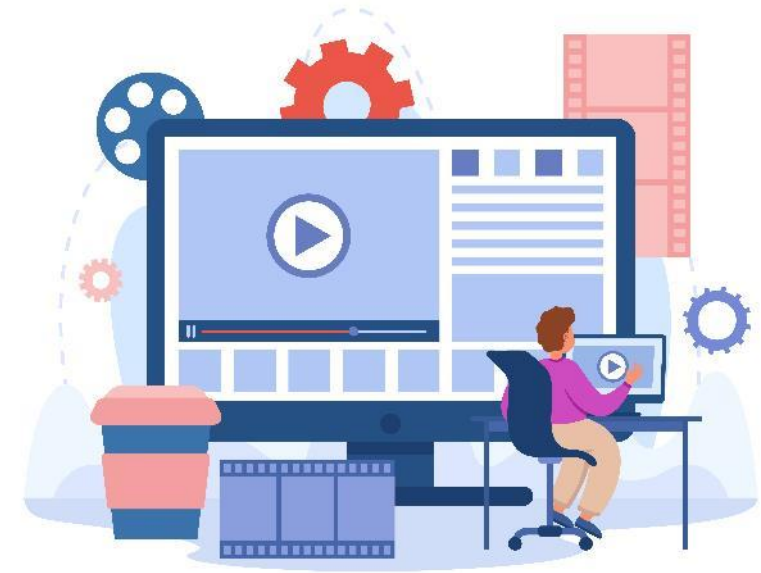
4. ONLINE VIDEO PRODUCTION

Due to the popularity of social media platforms like Facebook, Instagram and YouTube, online video production tools for social media have grown significantly.

Some tools are paid but fortunately there are some good options accessible to all as they are easily available, free and simple to use.

With the use of these tools, VET trainers may produce visually appealing and attention-grabbing videos that will draw in their trainee's attention.

We now introduce you to three models of video editing tools that you can use to create online lessons and other kinds of digital content.



Source: www.freepik.com

Microsoft PowerPoint

1. Start a new presentation in PowerPoint.
2. Fill out the slides with your content, including text, pictures, graphs and any other visual components you need.
3. Once your content is ready, select the "Record" button. There are many tools to help you to record. You can turn on your camera or just your microphone and you can even use a teleprompter mode that allows you to read the notes you wrote in every slide. You can use an onscreen highlighter and it will be recorded as well.



4. ONLINE VIDEO PRODUCTION

4. As you move through the slides, narrate your speech after each slide transition. You can pause your recording at any time.

5. When you finish recording, click on the "Stop" button.

6. Select "Play" to review your recording and edit it if necessary. You can also select "Retake" to record again.

7. When the recording is finalised, choose "Export" and "Export video". You can then start sharing your video content with your students!

Remember that the quality of your narration and the images you choose determine how good the finalised film is. Make sure you adjust the videos' parameters for online viewing.

Microsoft PowerPoint

Record a
presentation



Video: shre.ink/kev2

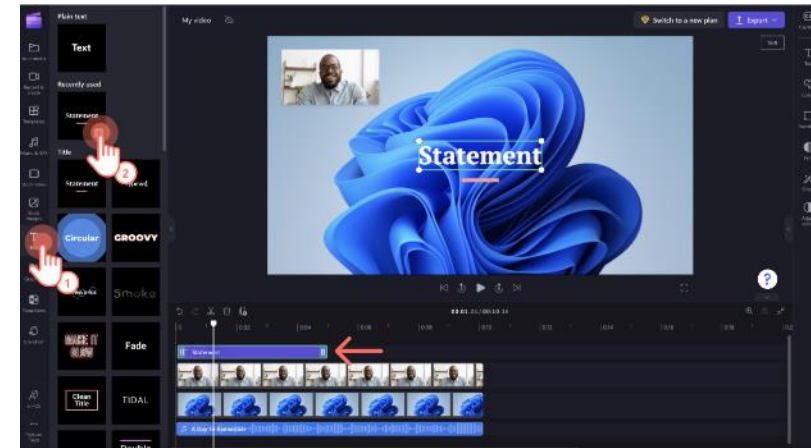
Microsoft Clipchamp

1. Create a free account at app.clipchamp.com or sign in using a Microsoft account.
2. On the editor dashboard, select “Create a new video” to begin editing.
3. Select a video template or start from scratch.
4. Select the recording option (webcam or screen recording), video quality and aspect ratio.
5. Upload your own films, pictures and audio files to “Your media tab”. Drag & drop your media files onto the timeline.



4. ONLINE VIDEO PRODUCTION

6. Arrange your media on the timeline by cutting, cropping or including transitions and effects.
7. Include special effects like overlays, filters, text, captions, background music and more. Try some of the more sophisticated features, such as picture-in-picture effects, green screen and AI voiceovers.
8. Watch your video in preview and make any necessary modifications.
9. Export the video to a computer or directly to your social media platforms.



Source: shre.ink/keKU

4. ONLINE VIDEO PRODUCTION

Canva

1. Create a free account at www.canva.com or sign in if you already have an account.
2. On the dashboard, pick "Video" under the "Create a design" option.
3. Select a video template or start from scratch.
4. Include your audio, video and image resources in the media library.
5. To make your video, drag & drop your media files onto the timeline.



4. ONLINE VIDEO PRODUCTION

6. Edit your movie by cutting, cropping or including transitions and effects.
7. You may make your video more interesting by including text, stickers or logos in it.
8. Select a track from the integrated library or add your own for the background music.
9. Preview your video and make any final adjustments.
10. Transfer the video to your computer and share it with your students in your social media platforms.

Create videos with Canva

Engage and inspire with a video that stands out. Learn more about our free online video editor.

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Working with video



Timeline basics



Make it move



Audio essentials



Videos:

canva.com/designschool/tutorials/video/



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5. Virtual Spaces

Launching social media pages



5. VIRTUAL SPACES

Possibly, you already have one or several user accounts on the social media platforms we have been using as examples for the creation and dissemination of VET training content.

If this is not your case, next we present you a quick guide on how to create social media pages on these platforms. They are simple processes and all of them are very similar. Thus, you can have several virtual spaces you can use to make your trainings more effective and attractive.



Source: www.freepik.com

Facebook

1. Go to www.facebook.com and select "Create" from the menu in the top-right corner.
2. From the drop-down box, choose "Page".
3. Decide which category best describes your page.
4. Give your page a name and complete the required fields.
5. Add a profile photo and an appealing cover image.
6. Select "Create Page."

Instagram

1. Go to the Instagram page at www.instagram.com.
2. Tap “Create new account” and enter your email address or mobile number, then tap “Next”.
3. Enter the confirmation code sent to your email address or mobile number, then tap “Next”. Create a password, then tap “Next”. Insert your birthday, then tap “Next”.
4. Add your name and a username.
5. Add a profile photo and complete the required fields.
6. Press “Done”.

LinkedIn

1. Enter the LinkedIn sign up page at www.linkedin.com.
2. Insert your first and last name, email address and a password.
3. Tap “Join now”.
4. Complete the additional steps.

YouTube

1. Go to the YouTube page at www.youtube.com.
2. Click “Sign in” in the top right.
3. Tap “Create account”.
4. Choose a personal profile or a professional one.
5. Create a YouTube channel, where you can post your training videos and contents.

6. Virtual Spaces



Plan and maintain your social media pages in a sustainable way

6. VIRTUAL SPACES

As we have seen, social media can be valuable tools for VET trainers to engage their learners. They allow the sharing of resources with learners, live Q&A sessions, collaboration between learners, showcase their work and receive feedback, introducing them to experts and influential people in their field of study, among many other advantages.

However, a basic rule of social media is that it must be constantly and sustainably maintained and nurtured to be effective. Here are some tips to ensure that all the developed effort pays off.



Source: www.freepik.com

6. VIRTUAL SPACES

Plan

- Establish SMART goals - specific, measurable, achievable, relevant and time-bound - that meet your students' aims.
- Develop a content strategy that uses sustainable content creation techniques.
- Conduct research on your students' interests, preferences and behaviour.

6. VIRTUAL SPACES

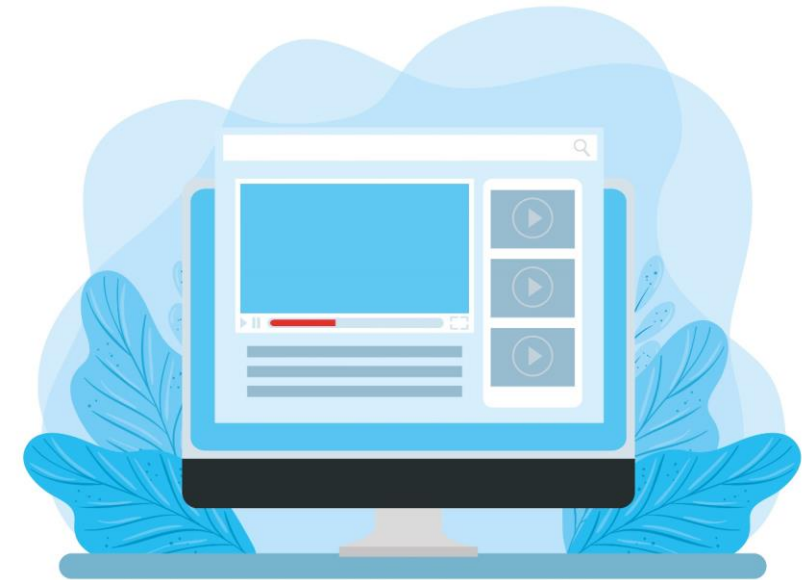
Maintain

- **Update your social media pages with fresh and relevant content regularly.**
- **Keep your identity consistent across all social media channels.**
- **Stay up-to-date with platform updates and changes.**

6. VIRTUAL SPACES

Engage

- Reply to comments, messages and mentions in a timely and personal manner.
- Foster a sense of community by encouraging conversations and learners-generated content, sharing it always as possible.
- Mention influential people and organisations in your contents.

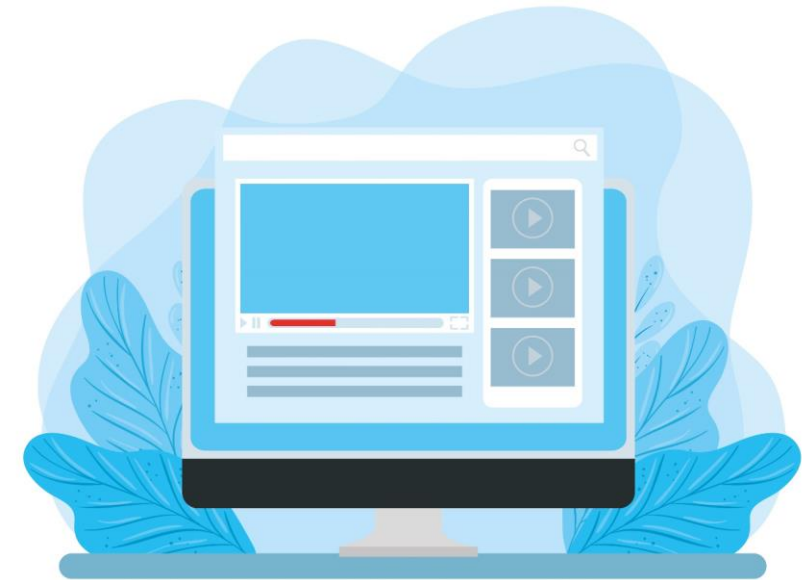


Source: www.freepik.com

6. VIRTUAL SPACES

Monitor

- Track social media metrics such as engagement, reach and conversions to monitor performance.
- Use analytics to identify areas for improvement and adjust your social media strategy.
- Monitor the environmental impact of your social media practices.



Source: www.freepik.com

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