




Digital Activity Training

Dr. Miklós LUKOVICS
 EMFIE
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Why?

- High quality project communication is very important
 - To reserve cultural heritage effectively
 - To show JS that ArcheoDanube is the best project :-)
 - To win prizes, awards




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Why?

- Digital Activity Training is a WPC deliverable (D.C4.3.)
- „Since ArcheoDanube’s dynamic communication requires an extremely active involvement of the partners it is important to set-up the common understanding and build capacity of digital activities in the partnership. During the first project meeting, we will organize a training for partners on social media, content development and creating infographics, animations and short movies.”
- Written in the AF, so it is a MUST
- AF: ArcheoDanube’s dynamic communication with high reach rates
- We work with young people**, we have to reach them efficiently requires an extremely active involvement of the partners

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Your doubt

- I'm not able to do it, because I'm not a communication expert**
- Our answer:**

Without being a skilled content developer, photo or video editor, you will be able to create wonderful ArcheoDanube contents.

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After this training you will be able to create contents like this



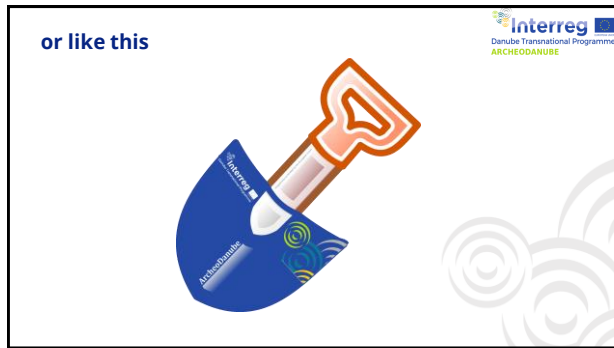
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or like this



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Partner's responsibilities

- All partners are responsible for the followings:
 - Partners regular task will be to provide content information for the website
 - Provide contents to the ArchedDanube social media
 - Develop own contents** (such as blog articles, infographics, animations, short movies etc.)
 - Post own contents** to own social media platforms
 - Be active on ArchedDanube social media platforms

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Be active on ArchedDanube Facebook

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ArchedDanube

594 followers!

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Are you active on ArchedDanube Facebook?

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ArchedDanube

234 people reached, 18 liked

NO, you aren't

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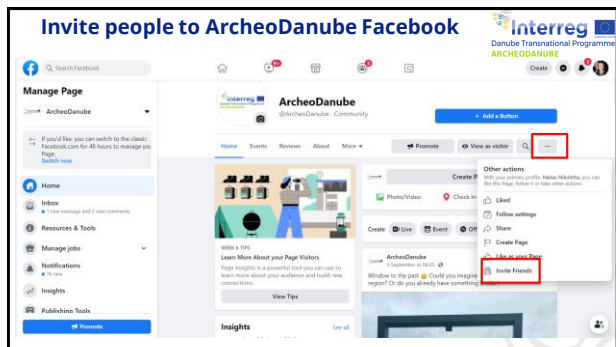
Be active on ArchedDanube Facebook

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ArchedDanube

Please like, comment, share AD posts!

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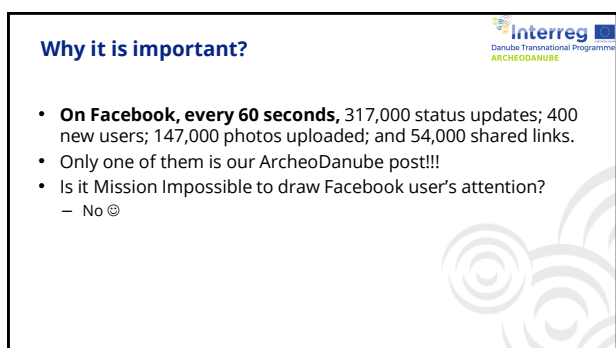
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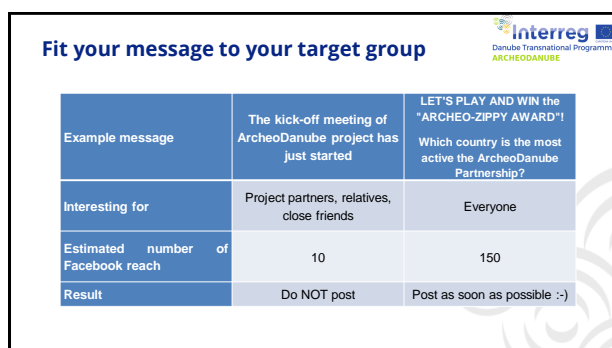
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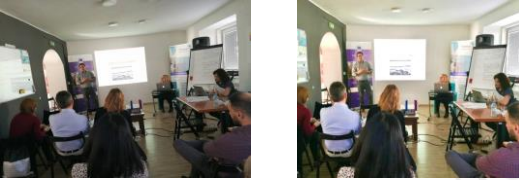
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Be good in visual!

- 65% of people are visual learners, and 90% of the information transmitted to the brain is visual.
- When working with own photos, optimize it



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In the following pages you can search with keywords among thousands of wonderful photos:


1. <https://stocksnap.io/>
2. <https://www.pexels.com/>
3. <http://unsplash.com/>
4. <https://burst.shopify.com/>
5. <https://www.reshot.com/>
6. <https://pixabay.com/>
7. <https://www.gratisography.com/>
8. <http://freestocks.org/>
9. <https://picography.co/>
10. <https://focastock.com/>
11. <http://picjumbo.com/>
12. <http://kaboompics.com/>
13. <http://skitterphoto.com/>
14. <http://www.lifeofpix.com/>

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Creating infographics!

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www.canva.com

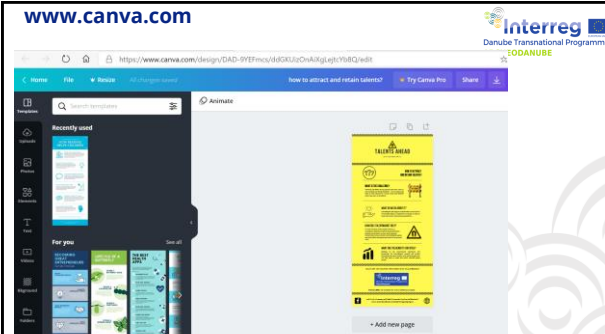
- **ONE TOOL FOR ALMOST EVERYTHING!**
- One of the most complex FREE tool for creating infographics, facebook covers, newsletters, invitations, tickets, etc. Almost everything can be created on canva.com
- Create your own account
- **We will share with you some graphics and you will be able to create your own national version.**

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www.canva.com




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And now we show you how it works

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Before starting your own work we highly recommend this YouTube tutorial:
<https://www.youtube.com/watch?v=zJ5gUx5K6V0&feature=youtu.be>

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Creating videos!

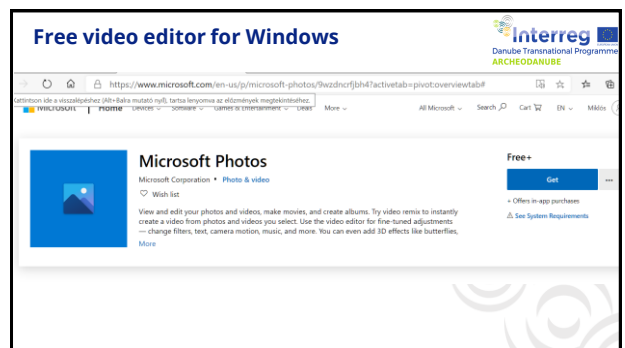
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Create your own ArcheoDanube movies

- Record videos with your smartphone
- Use a video editor to cut, edit, text your video files**

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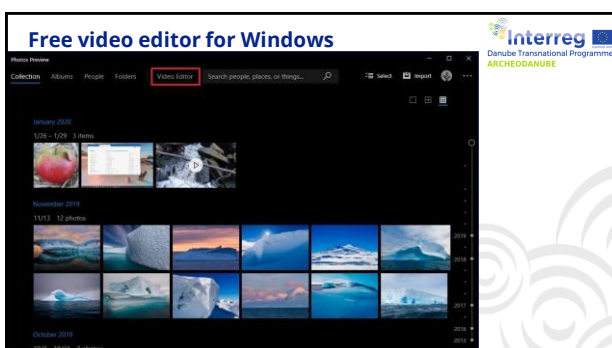


Free video editor for Windows

Microsoft Photos

View and edit your photos and videos, make movies, and create albums. Try video remix to instantly create a video from photos and videos you select. Use the video editor for fine-tuned adjustments — change filters, text, camera motion, music, and more. You can even add 3D effects like butterflies.

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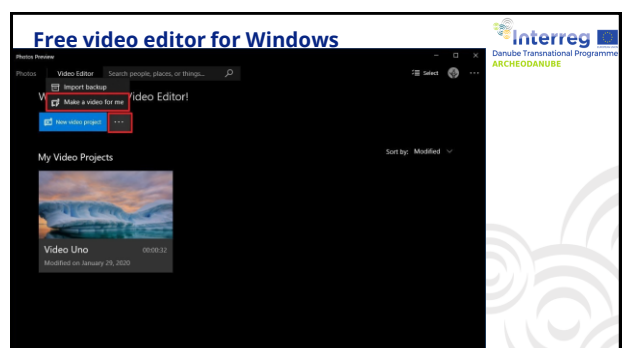
Free video editor for Windows

Video Editor

My Video Projects

Video Uno
 Modified on January 23, 2020

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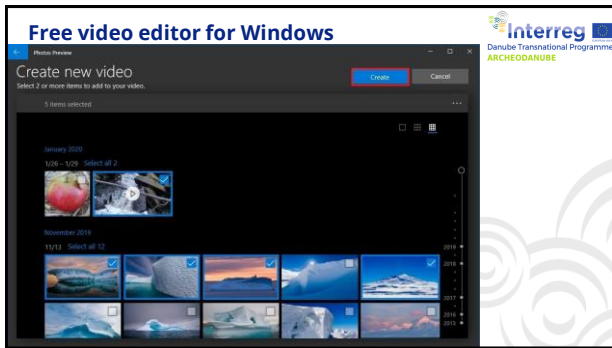
Free video editor for Windows

Video Editor

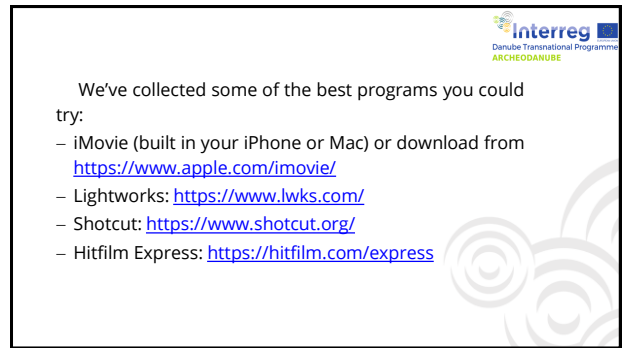
My Video Projects

Video Uno
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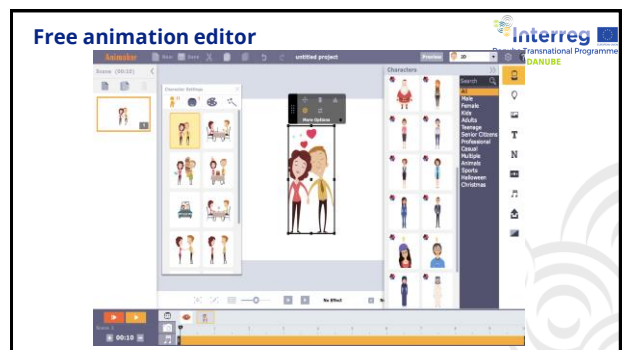
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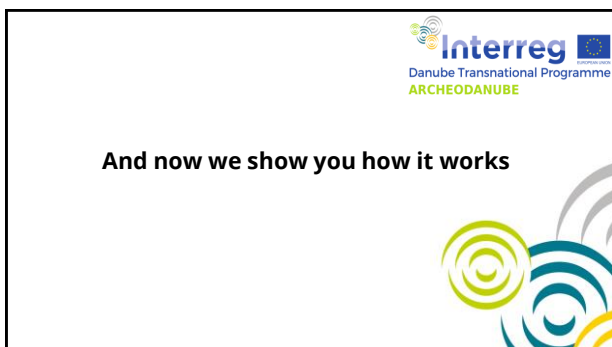
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Facebook advertisements

1. Facebook advertising is growing in leaps and bounds (they more than **DOUBLED** their number of advertisers in the past 18 months).
2. That organic reach (without ads) on Facebook is dwindling.
3. **While organic posts only get shown to your own Facebook fans, paid ads allow you to target people who have not liked your page but have similar interests and/or demographics.**

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Facebook advertisements

- Milyen funkciók vannak a Walk'n'Smile appnak, és ezeket hogyan tudjuk...
- A Walk'n'Smile applikáció már Hódmezővásárhelyre is eljuttott, ahol...
- Szobornéző segítségével a Munkácsy-negyedben... A békéscsabai...
- Sétta a Munkácsy-negyedben... A mosolygós városnézés során beszélj...
- Mosolygós és időtálló mosolygós városnézés során beszélj...
- Bemutattuk az ingyenes walk'n'smile applikációt az ÁRKÁD Szeged...

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How to create Facebook advertisements?

ArcheoDanube
24 August '18

What do you think? Is this archaeology? - This was the question of our ArcheoDanube Poll one week ago.

67% of you said YES, 33% said NO 🙄

The explanation of ArcheoDanube's expert Katharina Zanier is as follows: "Yes, also this is archaeology... See more"

Valuable 14th century coins found by couple walking in West Bohemia

234 People reached | 18 Engagements

Boost post

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Set-up your advertisement

Special ad category: All about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns

Audience: Who should see your ad?

People who choose through targeting

Audience details: Location: Living in Serbia (Age 18-49)

People who like your Page

People who like your Page and their friends

Duration: Days: 1, End date: 1

By clicking Boost Post Now, you agree to Facebook's Terms & Conditions | Help Center

Boost Post Now

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Set-up your advertisement

Boost post

Goal: What results would you like from this ad?

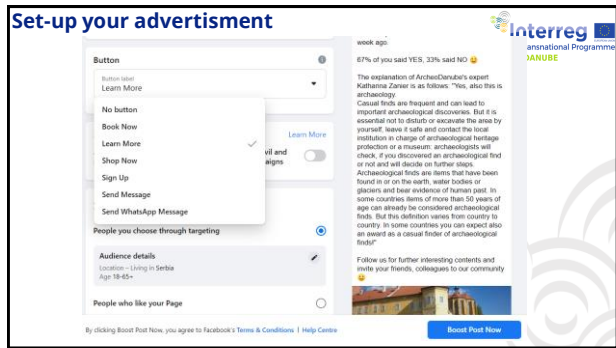
- Automatic: Get Facebook to select the most relevant goal based on your settings.
- Get more messages: Help your ad to reach people who are likely to send you a message on Facebook.
- Get more engagement: Show your ad to people who are likely to react, comment and share.
- Get more website visitors: Show your ad to people whose links to visit are URLs, or it.
- Get more leads: Use it to help you collect contact information from potential customers.

Special ad category: All about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns

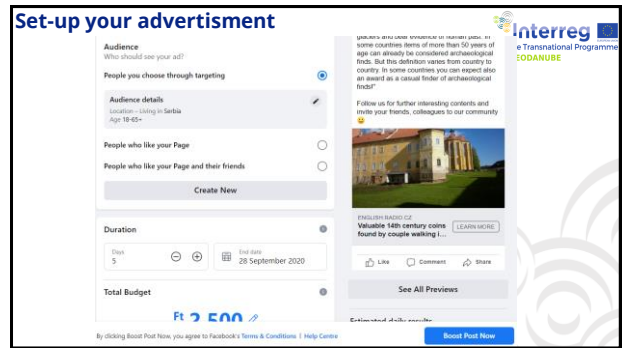
By clicking Boost Post Now, you agree to Facebook's Terms & Conditions | Help Center

Boost Post Now

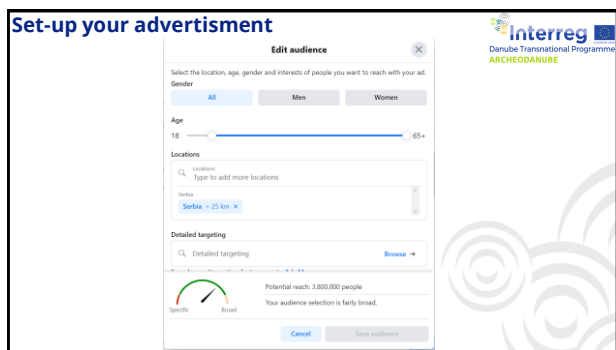
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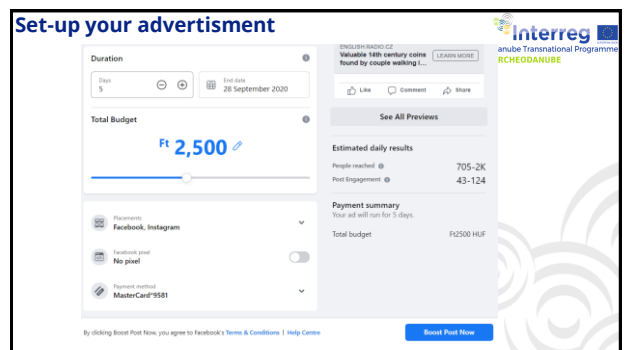
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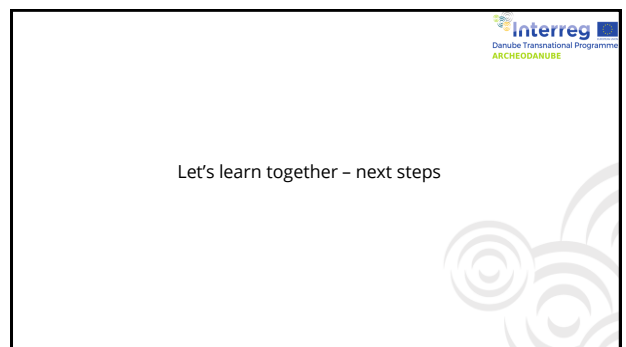
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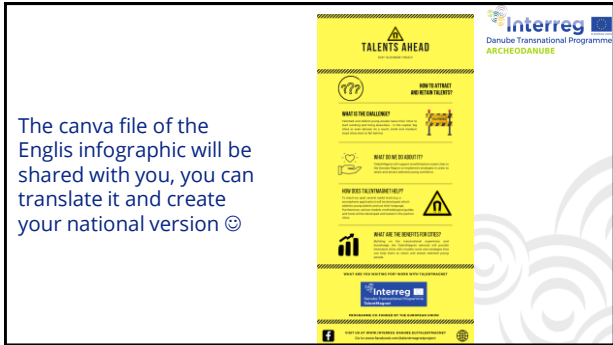
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