

Dissemination

Nowadays there are several tools and ways to disseminate activities aimed at youngsters, but it is not always easy to know where to start. To help you disseminate your activities and resources online, we decided to focus on two areas: content creation, design and marketing, showing how you can produce and disseminate accessible and inclusive content in the digital world effectively.

We chose 1 digital tool, 1 guide and 1 project to help and inspire you in these areas, click on each one to know more:

CANVA

Title

Canva

Target audience

All people (with or without design experience) looking for online creative tools to produce visual content.

Description / Work Plan / Other useful information

Canva is an online graphic design and publishing platform that provides a wide variety of design tools to help people create their own content easily and without the need for design experience.

The tool features a series of templates created by professionals, which allow users to develop all types of visual content, such as images and videos for social media, presentations, infographics, posters, CVs, among others.

Why is it a good practice in the creative area

The interactivity of the site makes Canva a great example in the area of digital dissemination. Not only can it be used from anywhere in the world - through the website or mobile app - but it also offers simple and fast solutions to create digital content without the need for design skills.

In a pragmatic way, Canva provides a wide gallery of templates created by professionals, which can be customized according to the needs of each user. These designs can also be used as a source of inspiration, allowing people to create their own templates.

The platform also includes other complementary services such as free image and video stocks. This addition allows users to easily access images, graphics, illustrations or videos and use them directly on the platform, without having to check other websites, which is a great help for people who are not used to the concepts of image banks.

In addition to all this, Canva allows users to create a free personal account to save and share their designs. Sharing can be done directly to social media platforms or privately using a link. This allows the user to share their project with co-workers or their team, making it easy for more than one person/device to edit the same project simultaneously.

Goals:

- Allows anyone, with or without design experience, to create content intuitively
- Create simple and effective solutions for all kinds of projects (including the most complex ones)
- Inspire young creatives to develop their own content by presenting projects designed by professionals
- Develop tools that foster users' autonomy and awaken their creative sense

Skills developed:

- Creativity and visual sensibility
- Digital skills in the creative area
- Autonomy when creating visual content
- Graphic design

Training Team that is necessary to implement the activities:

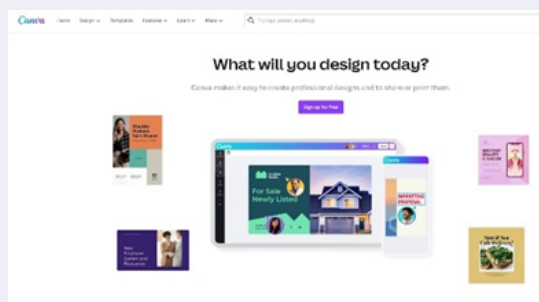
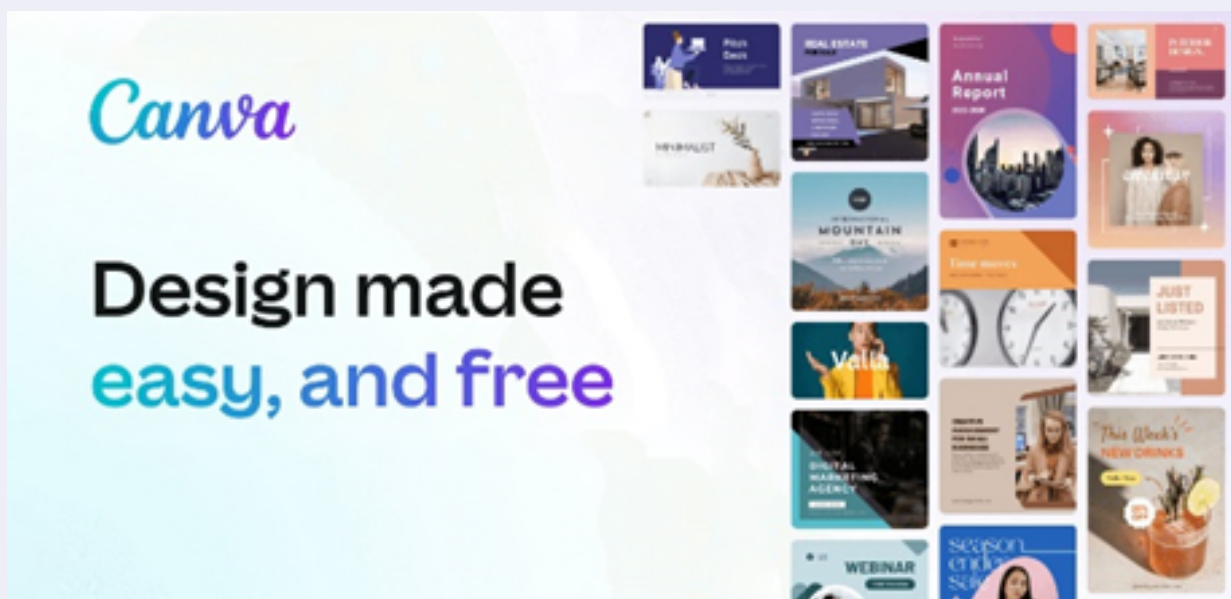
- People with experience in the digital area that ensure the good functioning of the website

- People with experience in the creative area that idealize and create the content for the platform.

Duration proposed:

-

Images



Promoting Organization:

Canva

Starting Year:

2013

Prizes / recognition received:

- Winner of the mid-stage category in the Enterprise Tech 30 in 2019
- Winner of the Google Play Award in 2019
- Winner of the Great Place to Work Award in 2019 (Australia)

Links (website, social media, videos or other content):

- Website: <https://www.canva.com/>
- Facebook: <https://www.facebook.com/canva>
- Instagram: <https://www.instagram.com/canva/>
- Pinterest: <https://www.pinterest.pt/canva/>
- Videos: <https://www.youtube.com/watch?v=SGmmiq70uk4>

DIGITAL ACCESSIBILITY GUIDE

Title

Digital Accessibility Guide by Texthelp

Target audience

Anyone that wants to produce and disseminate accessible and inclusive content on digital platforms.

Specific target: Marketers, Digital Marketers, Brand Managers, Content Writers, Campaign Managers, Social Media Editors, Graphic Designers and more.

Description / Work Plan / Other useful information

This Digital Accessibility Guide gives useful and clear information on how to ensure that all individuals can access and understand your digital content, including people with disabilities, older people, people that lack digital skills and more. Through this guide, any youth worker will be able to acknowledge barriers to digital inclusion and how to reduce them, uncovering how to create accessible digital materials that can reach a much wider audience.

The guide is divided in several chapters that focus on different topics, such as:

- Website accessibility: What it is. What the guidelines are. What legislation exists.
- Creating accessible content
- Accessible user experience and design
- Understanding inclusive marketing and how you can get it right
- How website accessibility can positively impact SEO

On the Texthelp website it is possible to find a lot of resources and digital tools for different contexts (schools, workspace, etc.) that aim to help everyone to understand and be understood. Their goal is to create technologies that can help people read, write and research with confidence.

Why is it a good practice in the creative area

Besides showing several good practices on how to communicate in an accessible and inclusive way on digital platforms, this guide / website is an example of a good practice itself. At the same time it displays useful information, it is also exemplifying how to display information in a digital context. Digital inclusion should be given the same importance as other objectives in a dissemination strategy, because your campaigns will only be successful if all your audience can access your digital content.

This guide also draws attention to details and needs that we must bear in mind when working with diverse audiences, whether in a digital environment or in a face-to-face setting.

Texthelp has been working alongside technology partners like Google and Microsoft and their award-winning suite of products - Read&Write, Equatio, Fluency Tutor, ReachDeck, WriQ, and Speechstream - have changed the lives of millions worldwide.

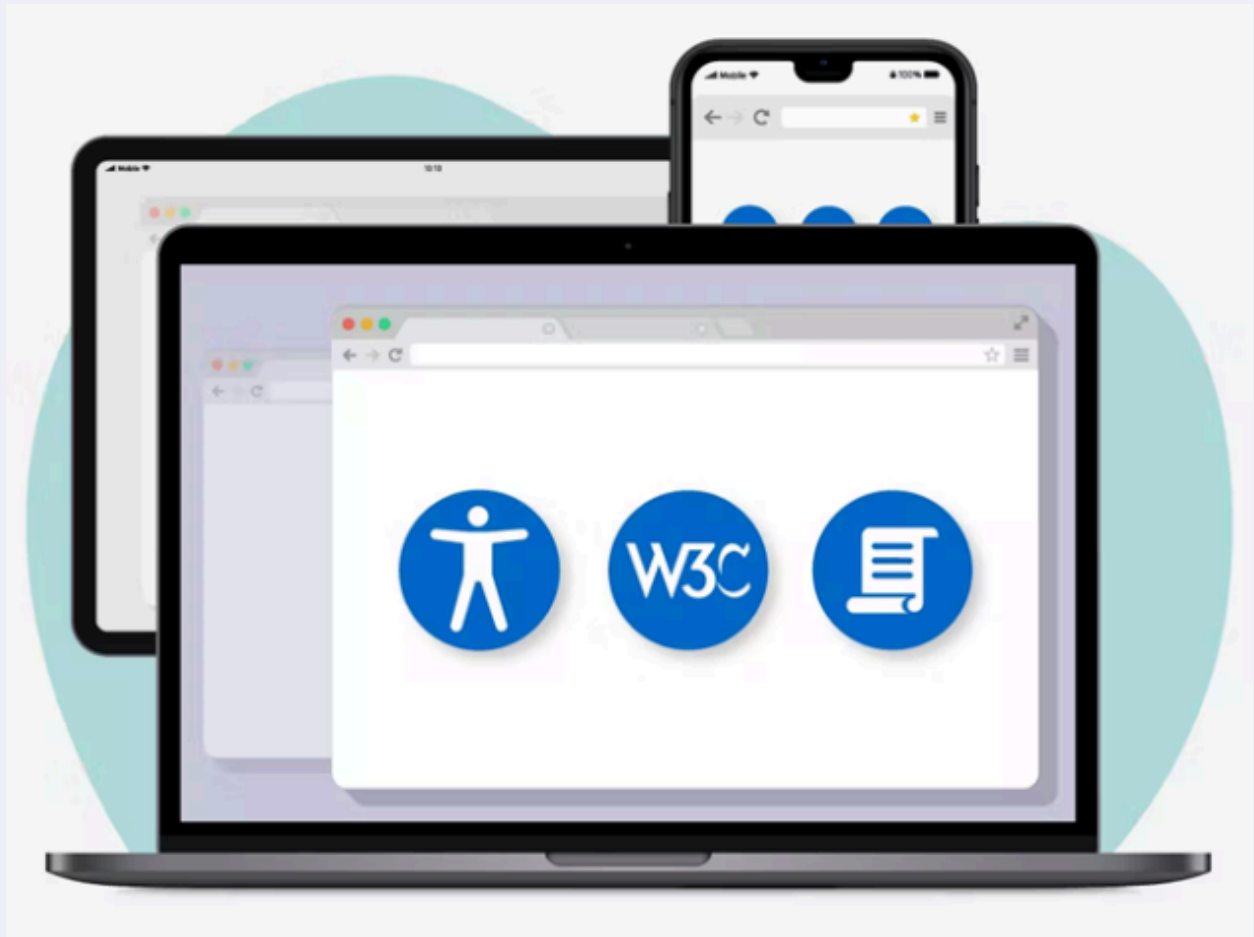
Goals:

- Understanding the need to adapt the dissemination of digital content in an accessible and inclusive way
- Being able to identify target needs and use the necessary tools
- Ensuring your communication and design is accessible

Skills developed:

- Creativity
- Communication
- Inclusive and accessible communication / dissemination
- Being able to identify the needs of your audience and act accordingly

Images



Promoting Organization:

Texthelp

Starting Year:

1996

Prizes / recognition received:

Texthelp is an award-winning company, having received several prizes for their accessible tools and solutions.

- <https://www.texthelp.com/about/press-release/texthelp-wins-four-tech-and-learning-awards-of-excellence/>
- <https://www.texthelp.com/resources/blog/texthelp-products-receive-tech-and-learning-awards-of-excellence/> Winner of the mid-stage category in the Enterprise Tech 30 in 2019

Links (website, social media, videos or other content):

- Website:
 - <https://www.texthelp.com/resources/digital-accessibility-guide/>
 - <https://www.texthelp.com/>
- Facebook: <https://www.facebook.com/Texthelpers/>
- Instagram: <https://www.instagram.com/texthelpers/>
- Videos:
 - Creating an Accessible Digital Future | Judy Brewer | TEDxMIT:
<https://www.youtube.com/watch?v=Wb2X9kYEvXc>

#INFLUENCERS

Title

#INFLUENCERS

Target audience

Youth workers and youth living with a disability or long-term health conditions.

Description / Work Plan / Other useful information

The Influencers project sees Online Social Entrepreneurship as an important bridge for the inclusion of young people on the margins of mainstream society. Topics of inclusion and diversity can reach and involve big audiences via online platforms and social media. The concept of Social Online Entrepreneurs (social influencers) offers the potential to share, exchange and discuss social topics with big groups of users.

Online Social Entrepreneurs share personal perspectives and everyday experiences on topics of inclusion and diversity, illustrating practical consequences of lacking (or successful) aspects of inclusion. This personal approach offers the opportunity to get in contact with people being interested or engaged in specific social topics, bringing them together and creating a (possibly big) group of followers.

Exploiting the full potential of this possibility to bring up topics related to inclusion and diversity on the public agenda by using online and social media requires a professional and strategic approach, being based on the development of competences in various Fields. This includes developing a strategy for the business aspect of an Online Social Enterprise: how to reach a big audience and how to develop your profile as an Online Social Entrepreneur. Furthermore, it is important to develop competences on how to make use of the benefits of online media and social media in a competent way, while using these media in a healthy and sustainable way, without being affected by online safety issues or other online threats. The Influencers project provides a structured approach for both areas: developing competences in media and online literacy and starting and developing a career as an Online Social Entrepreneur.

Why is it a good practice in the creative area

The Influencers project fosters the active engagement of young people with a disability or a long-term health condition through social entrepreneurship.

It is also a good practice because it puts youth, in this case young people with disabilities, at the center of the discourse. This is a very interesting way of disseminating content online, empowering young people and fostering discussions that are enriching and contribute to a better society between young people and other generations.

Goals:

- Provide a supportive digital environment where youth living with a disability or a long-term health condition can fulfill their potential
- Help achieve a more inclusive society in the local areas where the project is implemented, by acknowledging youth living with a disability or a long-term health condition as key contributors to social goals
- Raise awareness of the positive attributes of digital and social media and the potential it offers for all young people in society
- Enhance the reputation of participating youth organizations as centers of excellence in youth work, that will help them to attract good youth workers and/or retain their best youth development staff
- Help ensure that young people from the local areas who participate in the training provided will be recognised as responsible digital and social media citizens
- Support increased digital inclusion which is an important element of social inclusion in today's society.

Skills developed:

- The development of an Online Social Entrepreneurship Curriculum that focuses on building knowledge, skills and competences necessary to support youth living with a disability or long-term health condition to develop next generation online social enterprises.
- The development of a full curriculum of digital and social media literacy training resources.
- The development of an in-service training programme to ensure that youth professionals are equipped to deliver the Online Social Entrepreneurship Curriculum and the Digital & Social Media Literacy Curriculum.
- Creativity
- Communication
- Teamwork
- Social innovation

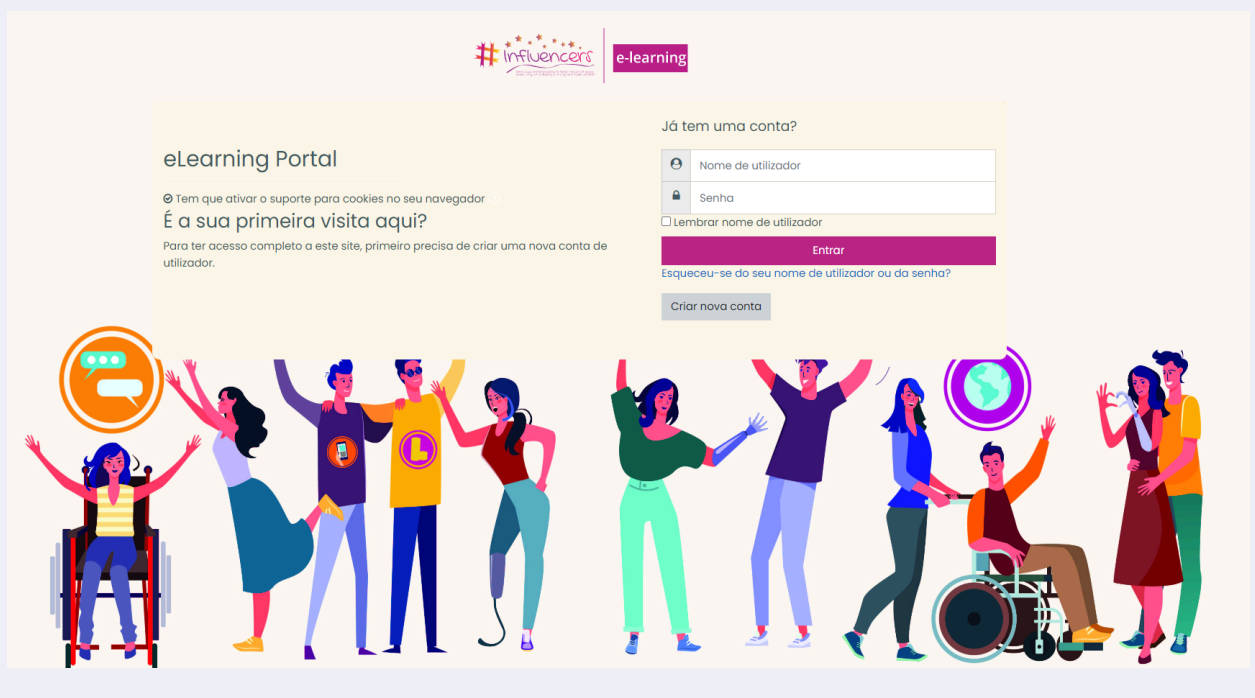
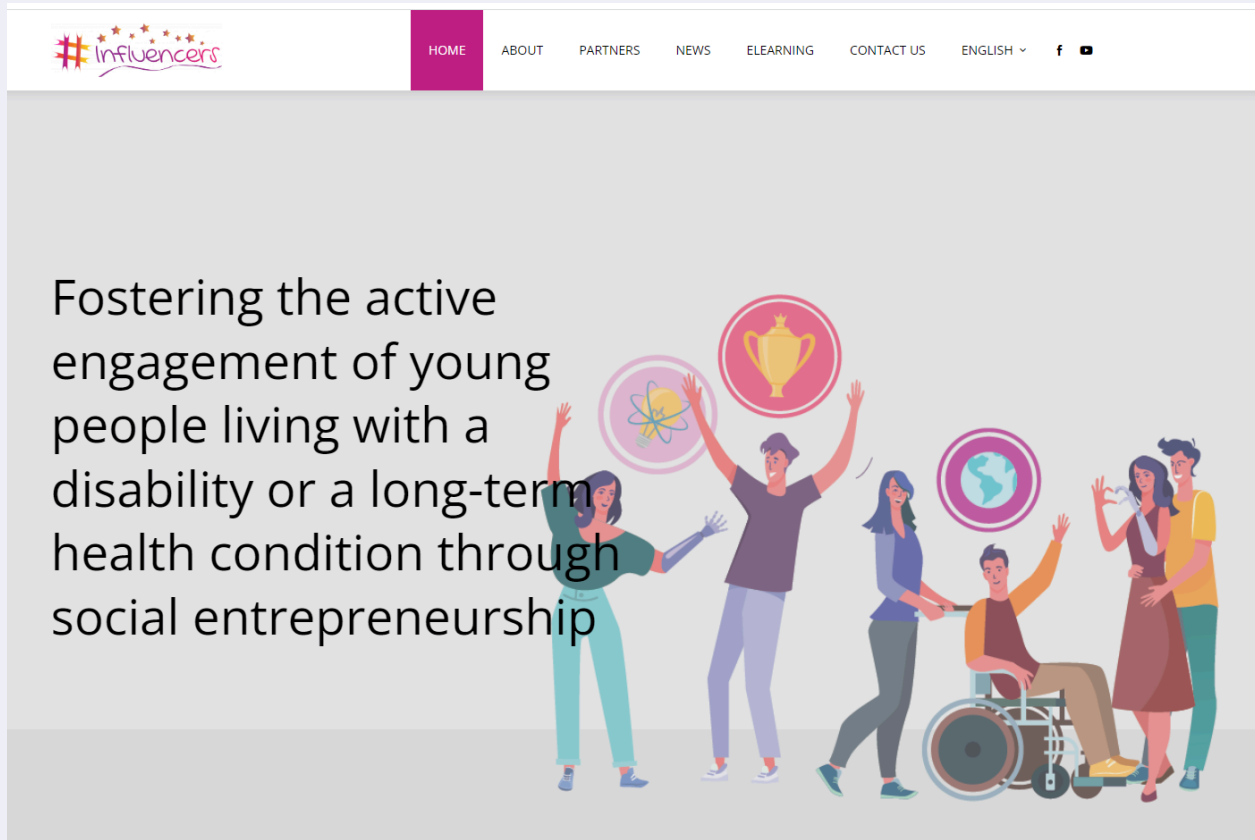
Training Team that is necessary to implement the activities

- One activity led by a facilitator to present the handbook and test the E-learning portal.

Duration proposed

3 hours

Imagem



Promoting Organization

RightChallenge

A non-governmental organization that aims to promote education and vocational training as a means of social inclusion and equal opportunities.

<https://rightchallenge.org/>

Starting Year

2019

Prizes / recognition received

Project funded by Erasmus+ programme

Links (website, social media, videos or other content)

Website: <https://influencersproject.eu/>

Handbook:

https://influencersproject.eu/wp-content/uploads/handbook/Influencers%E2%80%93In-Service-TrainingProgrammeHandbook_EN.pdf

E-learning portal: <https://elearning.influencersproject.eu/>

Social media: <https://www.facebook.com/influencersproject/>

Promotional video: <https://www.youtube.com/watch?v=910W8lGUQ8>