Social Media channels: Creating and Structuring Content (WP5)

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Key Role of Social Media in Educational Projects:

Educational Content and Innovation

Creating educational content on social media fosters the incorporation of innovative teaching methods and makes education more accessible and engaging.

Information Sharing

Social media platforms are an effective means for the rapid and convenient dissemination of information, such as course updates, upcoming events, achievements of students and faculty.

Marketing and Student Recruitment

For educational institutions, social media is a powerful marketing and branding tool that helps attract new students and strengthen the institution's reputation.

Expanding Access and Engagement

Social networks allow educational institutions and projects to reach a broader audience, including students, educators, and stakeholders.

Feedback and Adaptation

Social media allows for immediate feedback from participants in the educational process, helping to improve and adapt teaching materials and methods.

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EDUCATION IS THE KEY TO SUCCESS

MEDIA project social channels

FACEBOOK

INSTAGRAM

TIKTOK

YOUTUBE

LINKEDIN

https://www.facebook.com/mediaera.online

https://www.instagram.com/mediaera.online/

https://www.tiktok.com/@mediaera.online?_t=8hOtc45ULGD&_r=1

coming soon

coming soon

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Post formats on Facebook:

1 **Text Posts:** Simple posts consisting of text. They can be used for sharing thoughts, asking questions, or making announcements.

2 **Photo and Video Posts:** Posts that include images or videos. They are effective for storytelling, showcasing products, or sharing personal experiences.

3 **Carousel Posts:** Posts with multiple images or videos that users can swipe through. Useful for showcasing multiple products or telling a story in parts.

4 **Live Video Posts:** Real-time video streaming, which is engaging and allows for direct interaction with viewers through comments.

5 **Stories:** Short photo or video updates that disappear after 24 hours, similar to Instagram Stories. They're used for more casual, behind-the-scenes content.

6 **Polls:** Interactive posts where you can ask a question and offer multiple-choice answers. Great for engaging with your audience and gathering opinions.

7 **Events:** Posts used to create and promote events. They include details like date, time, location, and description of the event.

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Facebook supports various photo and video formats for uploading:

Photos

Videos

Supported formats: **JPEG, PNG, GIF, and other popular image formats.**

Supported formats: **MP4, MOV, and other common video formats.**

Sizes: It's recommended **to upload images with a minimum resolution of 720 pixels in width or height.**

Aspect Ratios: **For standard video posts, a 16:9 or 9:16 aspect ratio is recommended, but Facebook supports various other ratios.**

Duration: **Although users can upload videos up to 240 minutes long, videos ranging from 15 seconds to 2 minutes are often considered ideal for maintaining audience attention.**

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Post formats on Instagram:

1 **Photo and Video Posts**: Single or multiple images and videos that can be uploaded to your feed.

2 **Stories**: Photos or videos that disappear after 24 hours. They can also include various effects and stickers.

3 **Reels**: Short videos similar to TikTok, designed for creativity and entertainment.

4 **IGTV**: For longer video content, which can last several minutes or even hours.

5 **Live Broadcasts**: Real-time video streaming where you can interact with your audience.

6 **Carousels**: Multiple photos or videos in one post that users can swipe through.

7 **Guides**: Collections of posts, places, or products grouped around a common theme.

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Instagram supports a variety of photo and video formats, each designed for different purposes and modes of interaction:

Photos:

1. Formats: JPEG, PNG, and other popular image formats.
2. Sizes: Aspect ratios are typically 1:1 (square), 4:5 (vertical), or 1.91:1 (horizontal).

Feed Videos:

1. Formats: MP4 and other common video formats.
2. Aspect Ratios: 1:1, 4:5, or 16:9.
3. Duration: Usually from 3 seconds to 1 minute (up to 10 minutes for some accounts).

Stories:

1. Formats: Photo or video.
2. Aspect Ratio: Vertical format with a 9:16 ratio.
3. Video Duration: Typically up to 15 seconds.

Reels:

1. Duration: Up to 15, 30, or 60 seconds.
2. Aspect Ratio: Vertical 9:16 format.

IGTV:

1. Duration: For most accounts, from 1 minute up to 60 minutes.
2. Aspect Ratios: Vertical (9:16) or horizontal (16:9).

Live (Live Streaming):

1. Aspect Ratio: Vertical 9:16 format.
2. Duration: Can vary, but usually up to several hours.

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Post formats on TikTok:

1 **Short Videos:** The primary format of TikTok, typically ranging from 15 seconds to 3 minutes in length.

2 **Duets:** Allows users to create videos in response to another user's content, displaying both videos side by side on the screen.

3 **Stitch**: This feature lets users 'stitch' their videos with others', adding them to the beginning or end of their clip.

4 **Live Streams:** Users can broadcast live videos, interacting with followers through comments in real time.

5 **Effects and Filters:** Videos can be enhanced with various visual effects, filters, and AR (Augmented Reality) elements.

6 **Text and Stickers:** Videos can include textual descriptions, hashtags, and stickers to increase engagement and interactivity.

7 **Soundtracks and Music:** Users can utilize music and sound effects from TikTok's extensive library or add their own.

TikTok specializes in video content and supports specific formats for creating and uploading videos:

Formats: **Most commonly MP4 and other popular video formats**.

Aspect Ratios: **Primarily a vertical format with a 9:16 ratio, although TikTok also supports horizontal videos**.

Duration: **Initially known for 15-second clips, TikTok now allows users to upload videos up to 3 minutes long, and in some cases, up to 10 minutes.**
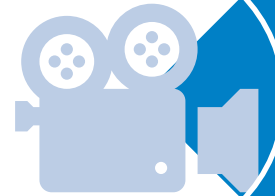
Effects and Filters: TikTok offers a wide range of visual effects and filters that can be used to enhance videos.
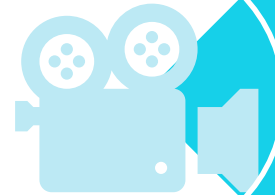
Soundtracks and Music: Users can add music and sound effects from TikTok's extensive library or use their own audio tracks.

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The structure of the post text typically includes:

Caption: 1.A brief, engaging description or message accompanying the image or video. It can be informative, humorous, inspirational, or conversational.

Emojis: 1.Often used to add personality or emphasize certain aspects of the caption.

Hashtags: 1.Keywords or phrases preceded by the "#" symbol, used to increase the post's visibility and connect it with related content.

Mentions: 1.Including other users' handles (e.g., @username) to tag them in the post or give credit.

Call-to-Action (CTA): 1.Encouraging followers to take a specific action, like commenting, sharing, or visiting a link.

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A5.2_Created social channels:

📁	1.Facebook	Ⓜ MEDIA Project
📁	2.Instagram	Ⓜ MEDIA Project
📁	3.Tik Tok	Ⓜ MEDIA Project
📁	4.YouTube	Ⓜ MEDIA Project
📁	LinkedIn	Ⓜ MEDIA Project
📁	Social media contents	Ⓜ MEDIA Project

Social media folders:

📁	BE 001 Moldova State University	Ⓜ MEDIA Project
📁	BE 002 Technical University of Moldova	Ⓜ MEDIA Project
📁	BE 003 "A.Russo" University from Balti	Ⓜ MEDIA Project
📁	BE 004 Brusov State University	Ⓜ MEDIA Project
📁	BE 005 Vanadzor State University	Ⓜ MEDIA Project
📁	BE 006 Polytechnic State University	Ⓜ MEDIA Project
📁	BE 008 NGO Impuls	Ⓜ MEDIA Project

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