Report: Recruitment by social network

Castione della Presolana, 2017.04.16, coaches: Carlos, Léon, Tomáš

Introduction

This document is a report on the training "Recruitment by Social network" which has taken place on 16th April, 2017 at Castione della Presolana during IJF, as part of the project Empower African and European Youth.

Purpose of the training

1. Participants will be able to share social network according to various criteria and will understand the various functions of several social Medias.

2. Participants will realize that there are many social Medias and if we want to achieve more people, we need to use more social network than one.

3. Participants will be able to share and use various recruitment materials and, especially, where various materials will be used.

Keywords

Social network, recruitment, recruitment materials, marketing

Participants in the training

11 people, from various countries, in various ages, Interancia participants of Youth Festival.

Trainers

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Needs

Glue tape, a laptop (replaceable with 8 DIN-A4 papers), 8 white DIN A-4 papers , 5 color paper DIN-A4 color, 3 paper DIN-A3, 9 paper DIN-A1, 8 glue papers for each participant, 1 pen for Each participant, 4 tables, 1 chair for each participant, 1 room.

Scheme of training

hour	duration	topic	description
10:30	0:02	welcome	Presentation, presentation of agenda
10:32	0:05		
10:37	0:10	Acquaintance game	
10:47		**Social network**	
10:47	0:12	Many social network	show that not everyone uses the same social network
11: 59	0:30	various target groups	Labor group, -various target groups(no esperantists, esperantists, activists) - what we should do/what kind of recruitment should be used to capture their attention
11: 29	0:05	**Consciousness on existence of several canals to recruit**	
11: 34	0:10	statistical theoreticians	The most used social network (according to number of users and the area
11: 44	0:05	forbidden social network	dialogue and presentation of a map with forbidden social network
11: 49	0:05	management of various social network	Use of apps for managing a lot of social medias
11: 54	0:07	non-governmental organizations and social network	Why do non-governmental organization use social medias- game (the most marked answers of research)
12: 01	0:05	Discussion and summary	
12: 06	0:25		Coffee pause
12: 31		**Various hot materials**	
12: 31	0:05	Energy game	Zipzapzum
12: 36	0:15	Various species of hot materials	dialogue and reflection on the subject
12: 51	0:20	ethic and marketing	Creating a list of rules in labor groups when it is supposed that we have to follow when publishing recruitment material
13: 11	0:07	conclusion	
13: 18	0:05	Summary and feedback	
13: 23	0:07		

Training details

Welcome

We presented ourselves and the theme of the training. We asked whether the participants is responsible for any social network of any Esperanto organization and has hanged the agenda of the training. After we explained the game *fruit salad* and asked for a volunteer to summarize the training at the end.

Several social networks

This first part of the training is about the questions that "who uses which social medias" and "what is being made known on social medias?" The trainers will have to understand that there are several social networks and know what they need to post on which social networks.
Firstly we started with a theory game. Painted DIN-A1 8 was hanged by the wall.
In each quadrilateral was the first letter of the logo of a social network (YouTube, LinkedIn, Facebook, Couchsurfing, Tinder, Twitter, Ipernity and Google+). We were two assistants and the trainer.

The assistants gave 8 glue papers for each participant while the trainer introduced the theme talking about "what are social networks?" The trainer explained that when considering this question, they realize that the goals of this tool depend on the specific resources and possibilities of each social media. That's why the trainer explained that we will use a table computer to show some logos. The participants had to glue the small glue papers to the big paper if they had an account in that social media or not. Thus the participants saw the diversity between social networks and their ignorance.

Different target groups

The participants were divided into three groups of possible distribution on the internet: Esperantists, virtual Esperantists and activists [online Esperantists]. Its purpose was to discuss which posts each group would prefer to find on internet. After that, they have joined together and resumed their discussions. The trainer then showed that we can see that some ideas are intertwine and that if we used another category of divisions, the same will happen. The participants understood that every public is not simple because people belong to many groups at the same time.

Thirdly we have used fruit salad before starting the next part of the training. However, time was lacking. That is why we had to advice on frequent mistakes, how to react before disputes, to know clearly and not to forget the goals, to think about possible reactions or to look bigger and understand the statistics.

Statistical theory games - various social networks

So that statistics do not always be so "harshly" showed, we decided to divide our participants in different groups with a different number to show firstly the 5 most used social networks in the world (Facebook, WhatsApp, QZone, QQ, We Chat) and then we divided people according to 5 social networks in size of territory in which they are most used (Facebook, V Kontante, QZone, Facenama, Odnoklassniki).

 The trainers could observe that some of them had changed and also the number of people in different groups was different. They have always been of course first asked according to what criterion they think they are divided, having hands on small paper with various social networks symbols that were previously accidentally divided. In the various groups, they also had a pleasant discussion about their use (because some participants did not know some of them) and we could really benefit from the fact that the group was created by people from various parts of the world so they could explain the social networks one to the other.

Additional 1: Basic information on social networks mentioned in the statistics games

Forbidden social networks

There is also another reason that it is important to remember about it when talking about using several social network. It is the fact that in some countries in the world, the most commonly used social networks are prohibited. These issues were discussed when they were in groups according to the statistics of a previous party and simply asked them how their information could reach their imaginative friend of China whom they greatly want to participate in your Esperanto event in the country (Which social network would be used? Post a video?).

Then, to make the discussion easier, we prepared a map where you could see more easily where Facebook, Twitter and YouTube were banned. They also shortly discussed on the reasons why governments forbid them (for example: a political situation, problem is content, ...) have also been briefly discussed.
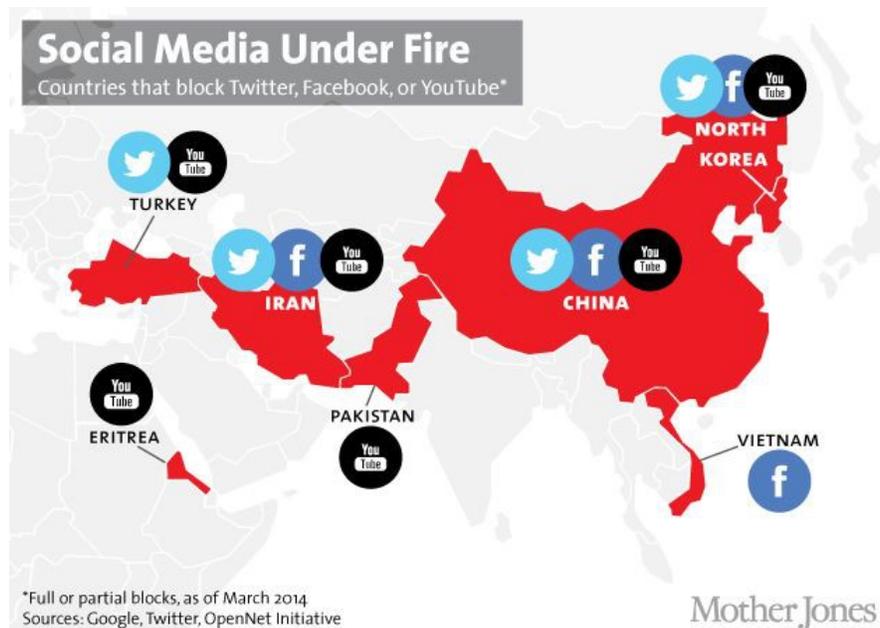

Non-governmental organizations and social networks

Using research data, we have created two teams that have to order, according to frequency as early as possible, maybe answers to the question: "Why does your non-governmental organization use social networks?" Let both teams order very quickly and also succeed to consent and make range list from the most frequent answer to least. Later, we together analyzed their results and found out that both groups made minor mistakes, but were quite similar to the official result.

This could also happen because among participant of the training there were also people who manage a social network for their organization, so it was often interesting to observe the discussions when the learners, among them, shared their best practices.

Why Nonprofits Are Using Social Media
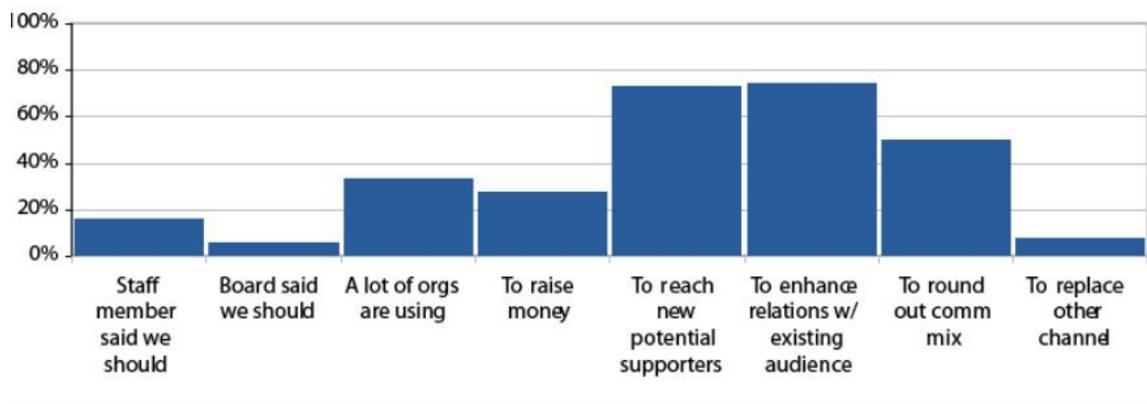
Management of several social networks at the same time

If you are aware of the need for various reasons to act in several social networks, you must also know how to do it most effectively. Fortunately, there are online apps that help manage multiple social networks at the same time. These apps except that also enable social network managers to view reports and statistics based on different criteria. Hootsuite, is one of the most used, because it is possible to have a free plan that allows you to manage 3 social networks at the same time.

In fact, what does the word "manage" mean precisely if talking about social networks? Mainly, it is about advancing when, which recruiting material should be published (it is important for example to reach a specific group of people - for example, a group of people who are most apparently to contribute to world money donation campaign).

Various types of recreational materials

Order of various types of recruiting materials by using social networks. Showing of the main goals of recruiting materials (to which they are targeted) and also social networks in which they are the most used. There are more types of recruiting materials and we have talked about 4 the most used.

Videos

The most used recruiting material is a video. Its main purpose is to entertain, but also to present an idea of an claiming issue. Other purposes are effective sales (it can explained well about the issue itself, for example advantages / disadvantages) and conscience on the theme. Videos are the most used in social networks such as YouTube, Facebook or WhatsApp.

Photos

The second most used recruiting material material is a photo. Its main purpose is to say a story (for that reason photos should always be full of emotions). Photos should also create opinions on the theme
and also involve people to talk about the theme and do something to improve a situation. Photos are mainly used at Instagram, Facebook and Snapchat.

Articles

Next recruiting material is an article. Its key objective is to increase the number of interested people in the issue and also to be aware of realize the theme. By the article we can get a great public and this recruiting material is almost always connected with the link (due to its size) and with other recruiting materials (eg photo or post). Articles are mainly used on Facebook and Google+.

Small posters

The last recruiting material is a small poster. Its main goal is to capture people's attention and convince them so that they can become involved. Another purpose is also a presentation of the idea.
Small posters are used mainly on Facebook, Twitter or LinkedIn.


Ethics and marketing

During the publication of recruiting materials, it is important to follow a few rules. In each country there is a codex or legislation that contains rules on ethics at recruitment and advertising. Through work groups we have created a list of rules. First we divided a group to 4 small groups (poster, article, photo, video) and in each group it was necessary to register, what we can or cannot do when we publish a recruiting material.

After we have joined video and photo groups (for many common things) and groups of article and poster (they are also more similar together than with the other recruiting materials). People
in groups they joined similarities and differences to one paper and then presented them. Thanks to these similarities, we have created a list of rules that we must follow when we publishes

recruiting material and we have seen that it is more and less similar to ethical codex from different countries.
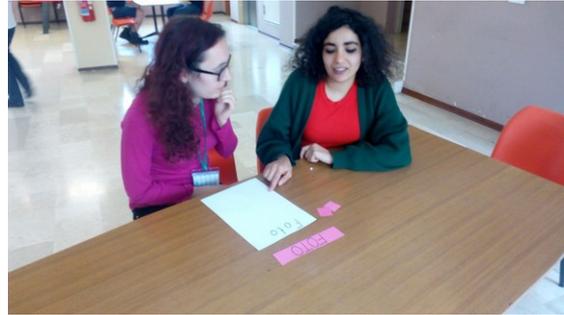
Additional 1: Social networking information mentioned in "statistics games"

Facebook (in Esperanto: vizaĝlibro)

- Popular website launched on February 4, 2004

- (Note: this social network has already been presented in a previous block, so we will strive see if all the participants have remembered it)

- web page of the social network: www.facebook.com

Qzone

- Launched in 2005

- The content is mainly blogs, videos, music and the ability to send photos

- belongs to the Chinese company Tencent

- web page of the social network: www.qqqzone.qq.com

QQ

- An old version of ICQ (trainer asks whether learners remember this app (Remark: it depends on when, in fact, they started to be active in social networks) - some instant messenger

- belongs to the Chinese company Tencent

- The most used and popular social network in China

- web page of the social network: www.qq.com

WhatsApp (in Esperanto: Vacapo)

- It is a free multisystem instant messenger for smartphone

- Images, videos, and audio films can be shared

- it belongs to the Facebook entity since 2014

- Interesting extra information: the Android client created a Telegram in 2015

- web page of the social network: https://web.whatsapp.com/

We Chat

- Launched in 2011

- it belong to the chinese company Tencent

- A more modern instant messenger, fonded on leaving China's marketplace, finally it did not succeed

- web page of the social network: https: //www.wechat.com/

V kontakte

- Greater European network - mainly used in Russia

- Works like Facebook

- web page of the social network: https: https://ok.ru/

Odnoklassniniki

- It's a social network for "classmates" (it is also used for communication between parents of the "classmates" and teachers on results, problems, etc.)

- web page of the social network: https://ok.ru/

Summary and feedback

We started the last part asking our volunteer to resume the training. After his/her summary, we have improved a few points and reminded the participants the main goals of the training.
After finishing and giving thanks to the participation, we asked them a feedback. We used the feedback questionnaire of the project and card box to collect them. We received 8 answers, one of them, instead of following the questionnaire method, was two page comments.

Feedback

The questionnaire contained 24 questions of which 16 were countable questions. Here we present the average result.

I got new knowledge during the training	4.14
I have acquired competencies that I will use in the future	3.86
I have reviewed and improved the skills I have already had	4.14
The proposed exercises have been new to me	4.00
I have found exercises effectives	4.43
What I have learned during this training is useful for my performance	4.43
The goals of the training were clear	4.71
The level of the training was on my expectations	4.71
The trainers know well the subject	4.71
The trainers presented the themes clearly and understandably	4.57
The trainers were able to engage all of themes during the whole training	5.00
orio and practice	4.71
The trainer responded well to the questions	4.86
The facility of training was (1 too difficult)	4.00
The rhythm of training was suitable (1 too fast too slow)	4.00
General impression of the training	4.71

All the participants who responded thought they would advise the training to friends and were content with the result. Here we show the non-countable answers, except the names of the respondents:

How satisfied are you about the content?
Happy
Very happy
Enough, I was afraid of being bored but it was more interactive than I expected
5/5
Much
I have already known about many things. However, the content was good and interesting
The content was pleasant and interesting

How happy are you about the trainer?
Very happy
Brisk and clearly spoke and discussed
Sympathetic
5/5
Good presentation
Brisk and clearly but sometimes did not speak clearly
Trainer well explain everything

How happy are you about the environment?
As always
-
Good, beautiful posters
Well
Very pleasant
Room, echo. Generally very good and interactive
-

What do you suggest to improve the session?
-
More details, but maybe be too long. A second part would be fine if the environment / meeting allows
-
Nothing, for me, everything is in order
Do not glue the new papers for old ones
More practical activities, creating posts. Treatment of the content of the posts itself
-

What are your personal core lessons from this session?	Why?
-	-
Different networks allowed / blocked throughout the world	Explain more how to become more efficient directly
I learned about the existence of some social networks	It's a good overview of the theme
It's a good overview of the theme	Interesting
How to use the network for our event	Very interesting
About which sites are important and where	Even for half expert people are much for learning and it was fun.
-	So the training is brisk and fun

Mi tre ŝatis, gratulon! ♡

• en la tagordo mankis kafopaŭzo (ĝi ne estis skribita tie)

• por la tasko kiam necesas ordigi la dialogon kial organizoj uzas soc. retejon vi bezonas havi <u>2</u> paperojn kun priskribo de la tasko, kaj 2 trejnistojn kiuj ĉiu kun sia papero iros al unu el la grupoj

• kiam vi diris al Arina ke ri povas konfirmi ke Whatsapp estas plej uzata en Afriko, tio ne estis tiom bone, ĉar estis ŝu privata ŝerco. Prefere vi devintus demandi al la du ĉeestantaj afrikanoj. Se mi estus en ilia loko, mi sentus min ellasita. ♡

• en la listo de celoj de videoj/fotoj/afiŝetoj/artikoloj, la celoj estis ek. "amuz<u>o</u>", "prezent<u>i</u>" ktp. Estus pli bone se aŭ ĉiuj estus verboj, aŭ ĉiuj estus substantivoj.

• mi ege ŝatis la lastan ekzercon kiam oni unue parolis en duopoj kaj poste en kvaropoj — perfekta sinsekvo!

• kelkaj lingvaj aferoj:
  – agendo → tagordo
  – reserĉo → esploro/esplorado
  – punkto → poento
  – publikante → publikigante

Pardonu, sur ĉi tiu papero estas nur konsiloj por plibonigo kaj ne la aferoj kiuj jam estis perfektaj. Sed mi estis engaĝita la tutan tempon, eĉ sekundon ne enuis. Vi ĉiuj prezentis ege bone. Dankon !