

# Instruction manual for the e-learning course "Sustainable SMM: sustainable communication in social media for higher education institutions"

Project “Development of sustainable communications of higher education  
institutions in social media”

**2022-1-PL01-KA220-HED-000090164**

In the instruction below, you will find an overview of the e-course describing its features and mechanics to make it easier to navigate the platform and provide a better user experience.



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**Project partners:**



## Instructions for registering for the e-learning course

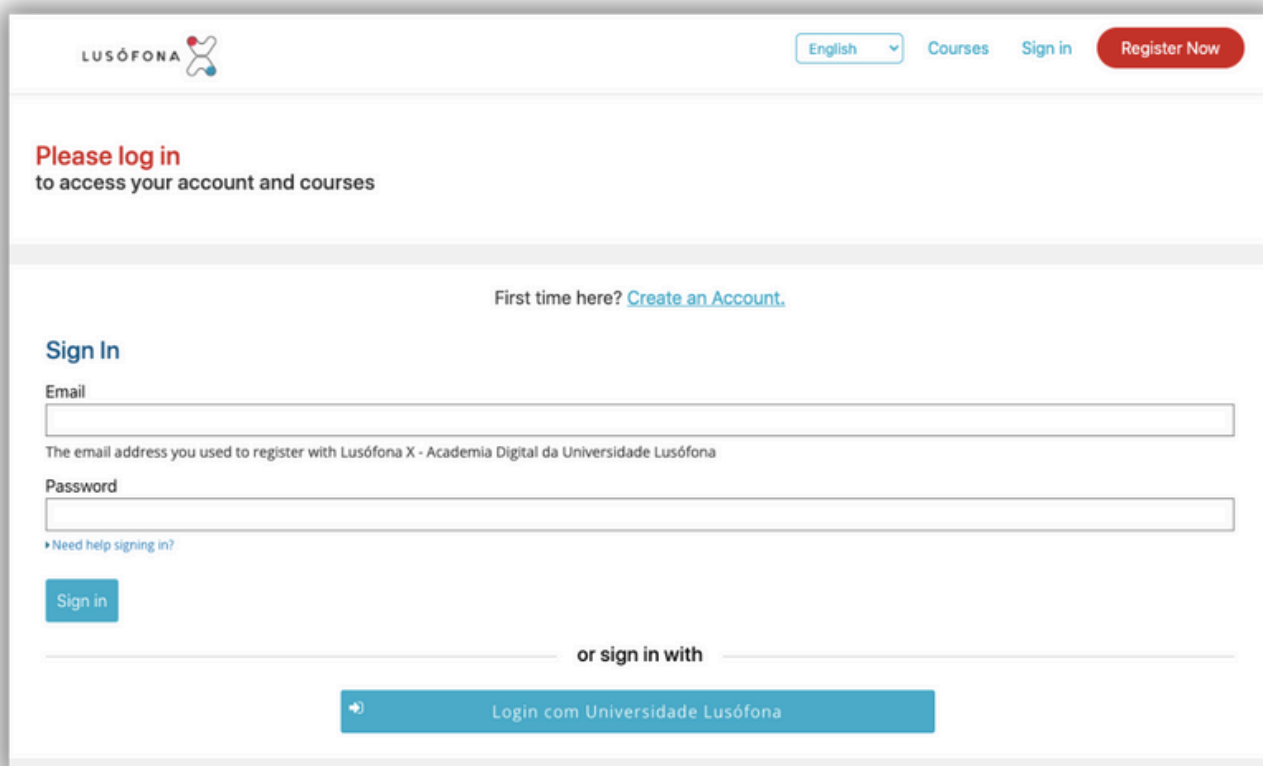
The direct link to the course is on the project website [www.comsus.eu](http://www.comsus.eu) in the "E-learning platform" tab.



You can also access it by clicking this link:  
<https://cursos.lusofona-x.pt/dashboard>

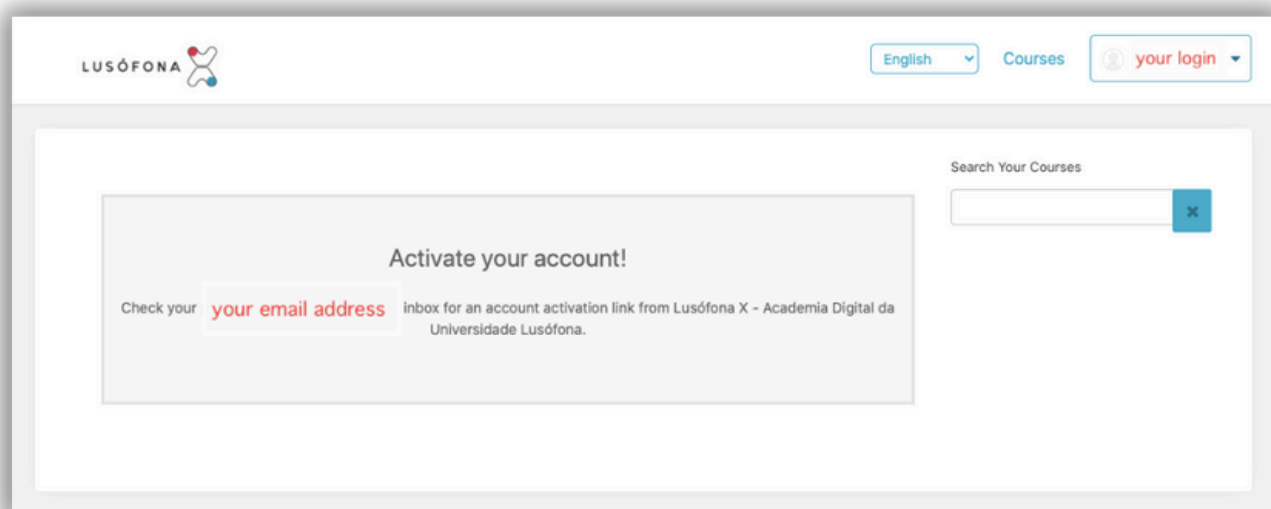
To create an account, you must provide your name and email address, as well as create a public username and password.

After providing these details, the account will be created.



The screenshot shows the login interface for Lusófona X. At the top left is the Lusófona logo. The top right contains a language dropdown set to 'English', a 'Courses' link, a 'Sign in' link, and a red 'Register Now' button. The main heading reads 'Please log in to access your account and courses'. Below this, a link says 'First time here? Create an Account.'. The 'Sign In' section includes an 'Email' input field with a note: 'The email address you used to register with Lusófona X - Academia Digital da Universidade Lusófona'. Below the email field is a 'Password' input field and a link for 'Need help signing in?'. A blue 'Sign in' button is positioned below the password field. At the bottom, there is a section 'or sign in with' featuring a blue button labeled 'Login com Universidade Lusófona'.

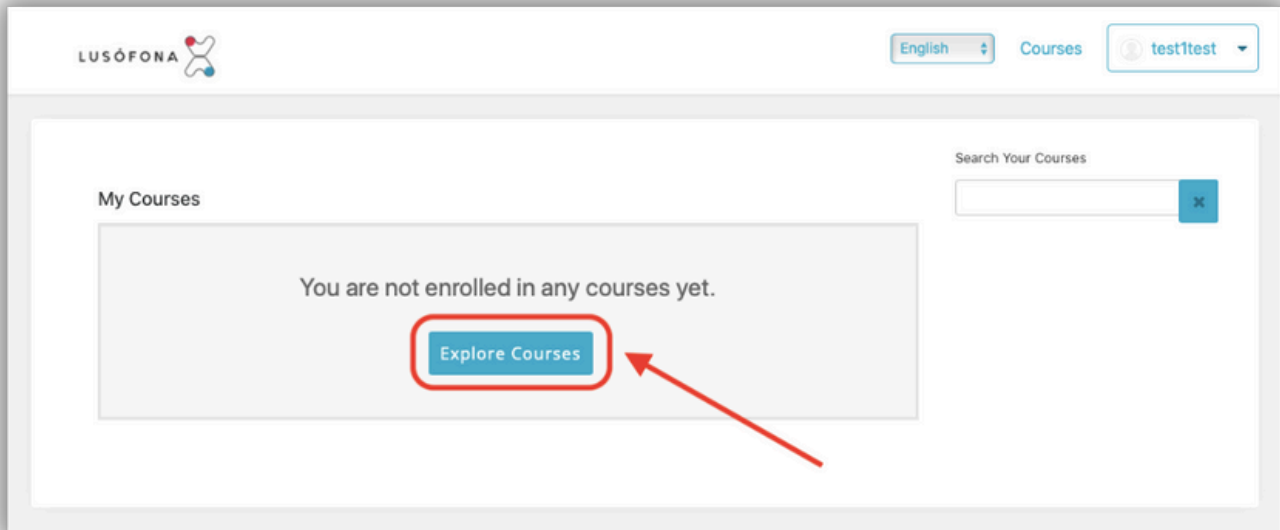
And immediately after activating your account in the system, you can start the e-learning course.



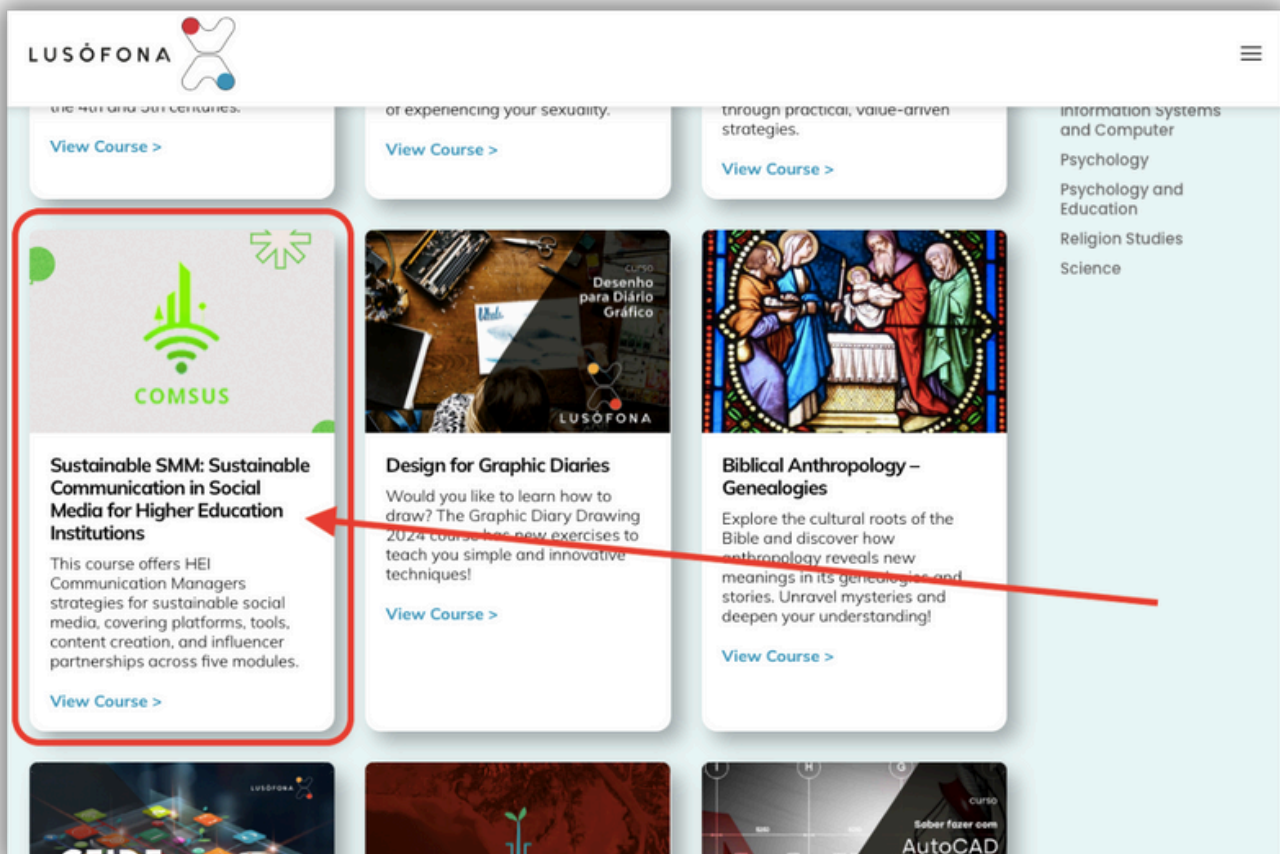
The screenshot displays the account activation page. The top navigation bar includes the Lusófona logo, a language dropdown set to 'English', a 'Courses' link, and a dropdown menu labeled 'your login'. A search bar on the right is titled 'Search Your Courses'. The central content area features a large grey box with the heading 'Activate your account!'. Below the heading, it instructs the user to 'Check your your email address inbox for an account activation link from Lusófona X - Academia Digital da Universidade Lusófona.'.

# Instructions for completing an e-learning course

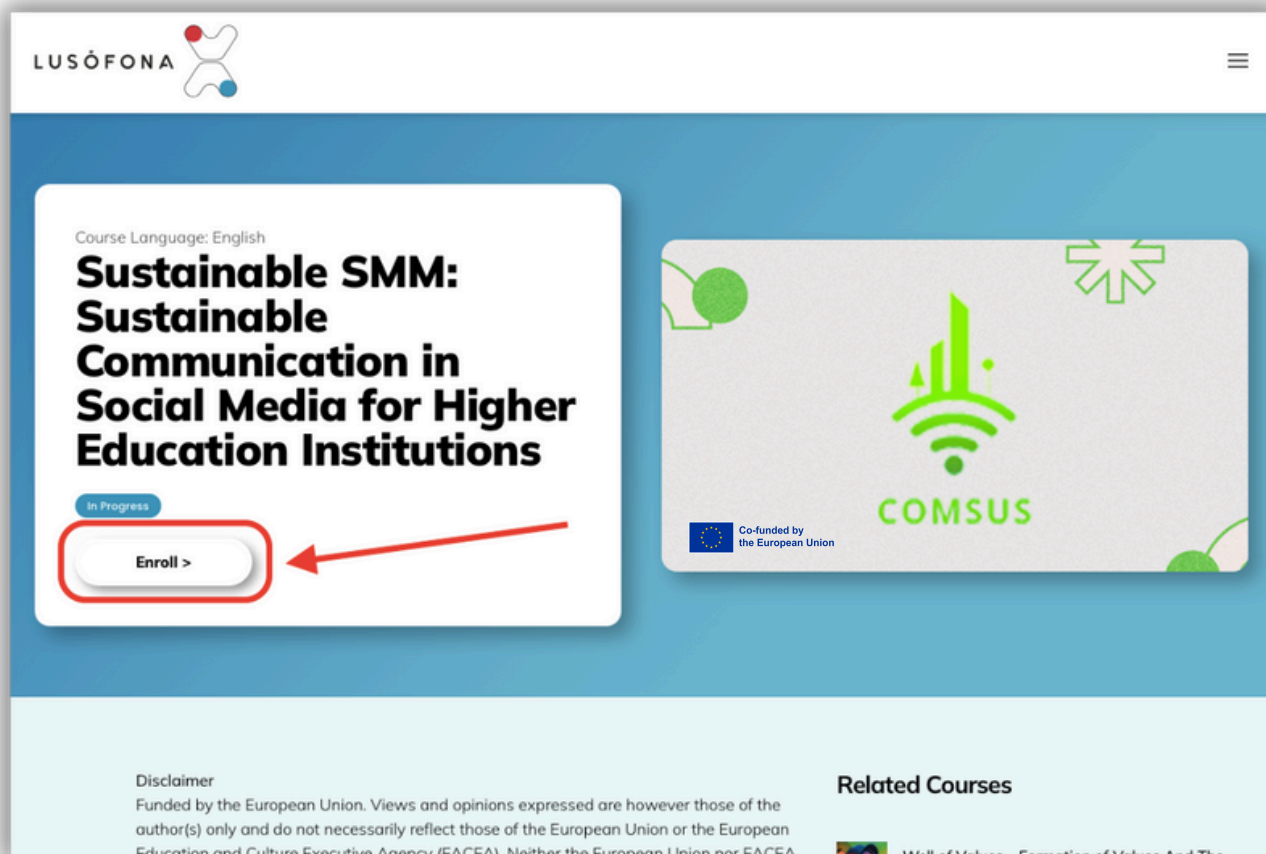
After gaining access to the e-learning platform, click the "Courses" tab and then go to the "Explore Courses" tab



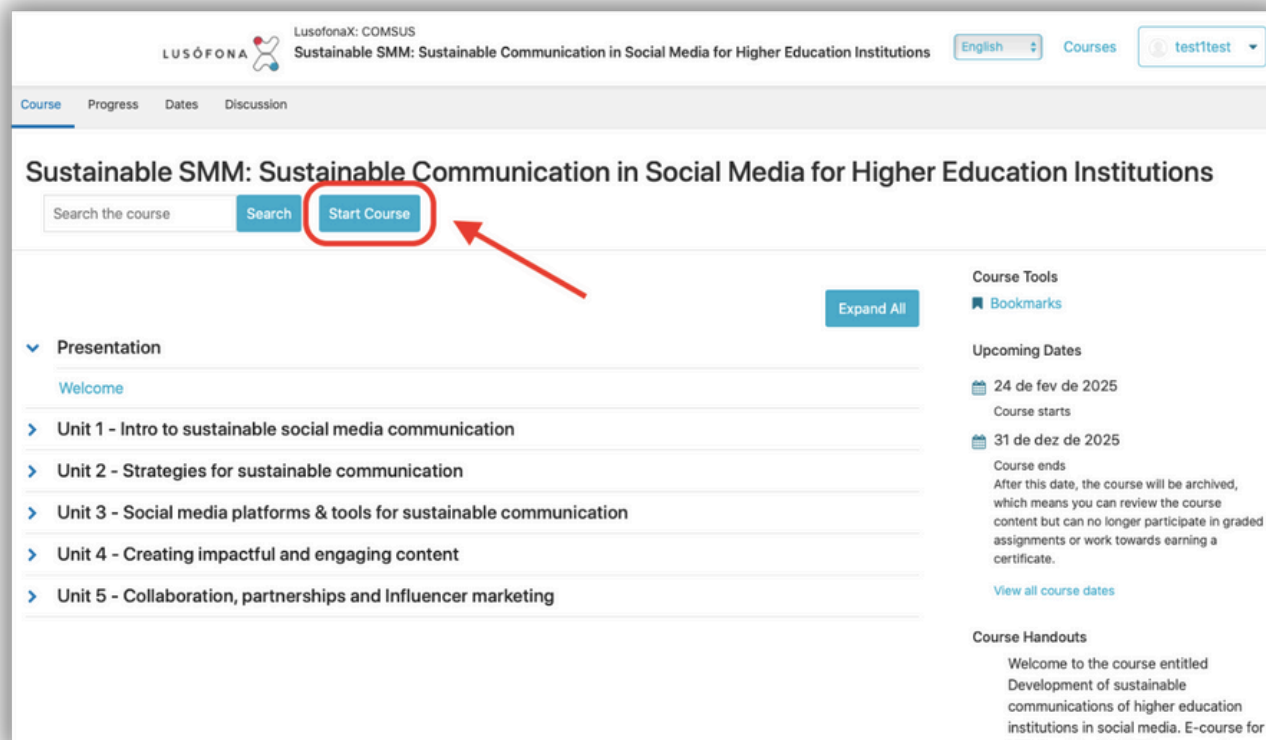
You can search for courses, using the name of the project (COMSUS) or the name of the course (Sustainable SMM: sustainable communication in social media for higher education institutions).



When you find the course, click on “Enroll”, and you can begin your studying.



Now you can easily start our e-learning course by clicking the “Start Course” tab



**Follow the on-screen instructions throughout the e-learning course.**

Presentation of the our course content - the course contains **5 unit**:

Unit 1 - Intro to sustainable social media communication

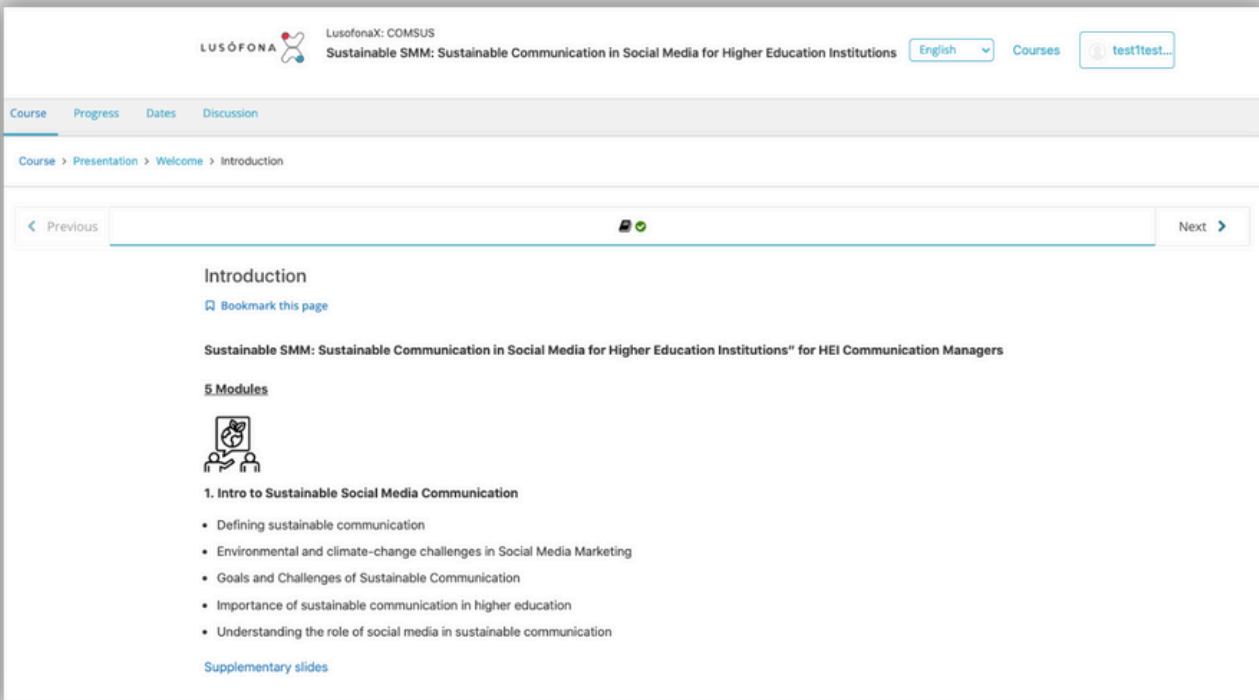
Unit 2 - Strategies for sustainable communication

Unit 3 - Social media platforms & tools for sustainable communication

Unit 4 - Creating impactful and engaging content

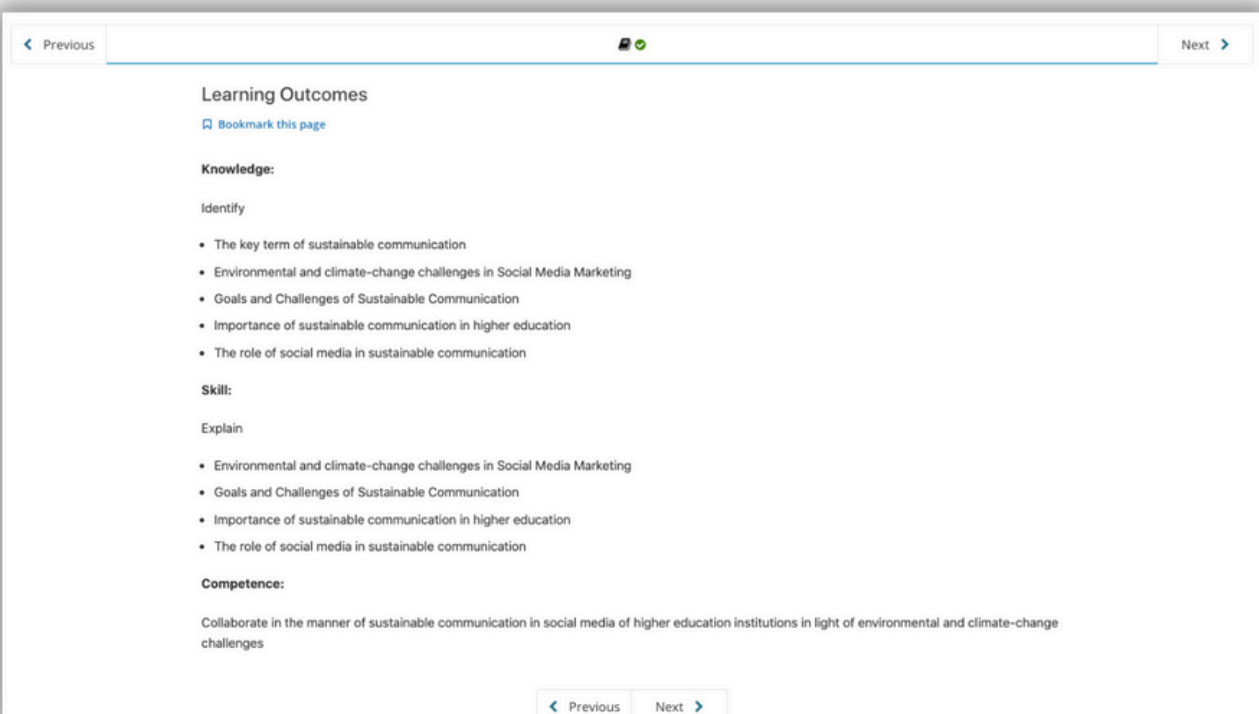
Unit 5 - Collaboration, partnerships and Influencer marketing

First, read the introduction.



The screenshot shows the course introduction page on the COMSUS platform. The header includes the Lusófona logo, the course title "Sustainable SMM: Sustainable Communication in Social Media for Higher Education Institutions", and a language dropdown set to "English". The breadcrumb trail is "Course > Presentation > Welcome > Introduction". The main content area is titled "Introduction" and includes a "Bookmark this page" link. Below the title, it states "Sustainable SMM: Sustainable Communication in Social Media for Higher Education Institutions" for HEI Communication Managers. It lists "5 Modules" with an icon of a hand holding a globe. The first module is "1. Intro to Sustainable Social Media Communication", which includes a list of topics: "Defining sustainable communication", "Environmental and climate-change challenges in Social Media Marketing", "Goals and Challenges of Sustainable Communication", "Importance of sustainable communication in higher education", and "Understanding the role of social media in sustainable communication". A link for "Supplementary slides" is also present.

Learn about learning outcomes.



The screenshot shows the learning outcomes page on the COMSUS platform. The breadcrumb trail is "Course > Presentation > Welcome > Introduction". The main content area is titled "Learning Outcomes" and includes a "Bookmark this page" link. It is organized into three sections: "Knowledge:", "Skill:", and "Competence:". The "Knowledge:" section includes "Identify" and a list of topics: "The key term of sustainable communication", "Environmental and climate-change challenges in Social Media Marketing", "Goals and Challenges of Sustainable Communication", "Importance of sustainable communication in higher education", and "The role of social media in sustainable communication". The "Skill:" section includes "Explain" and a list of topics: "Environmental and climate-change challenges in Social Media Marketing", "Goals and Challenges of Sustainable Communication", "Importance of sustainable communication in higher education", and "The role of social media in sustainable communication". The "Competence:" section includes "Collaborate in the manner of sustainable communication in social media of higher education institutions in light of environmental and climate-change challenges".

Each unit has its own educational materials, as well as tasks that you must complete in order to complete the course and receive a certificate. These tasks take various forms - from multiple choice questions, matching answers, entering information, to selecting the correct answers.

Read the texts with understanding

The screenshot shows a course page for '1.2.1. Read the text'. The header includes the Lusófona logo, 'LusofonaX: COMSUS Sustainable SMM: Sustainable Communication in Social Media for Higher Education Institutions', a language dropdown set to 'English', and a 'Courses' button with a 'test1test...' button. The breadcrumb trail is 'Course > Unit 1 - Intro to sustainable social media communication > 1.2. Environmental and climate-change challenges in Social Media Marketing > 1.2.1. Read the text'. The page title is '1.2.1. Read the text' with a 'Bookmark this page' link. The main text discusses environmental and climate-change challenges in social media, mentioning 'Hotter temperatures', 'More severe storms', and 'Increased drought'.

Take part in the many quizzes included in the course.

The screenshot shows a course page for '1.2.2. Take part in the quiz'. The header is identical to the previous screenshot. The breadcrumb trail is 'Course > Unit 1 - Intro to sustainable social media communication > 1.2. Environmental and climate-change challenges in Social Media Marketing > 1.2.2. Take part in the quiz'. The page title is '1.2.2. Take part in the quiz' with a 'Bookmark this page' link. The main content is a quiz titled 'Take part in the quiz' with a score of '0.0/3.0 points (graded)'. The first question is '1. What is climate change?' with four radio button options. The second question is '2. How can the changing climate and weather affect human health?' with two radio button options.



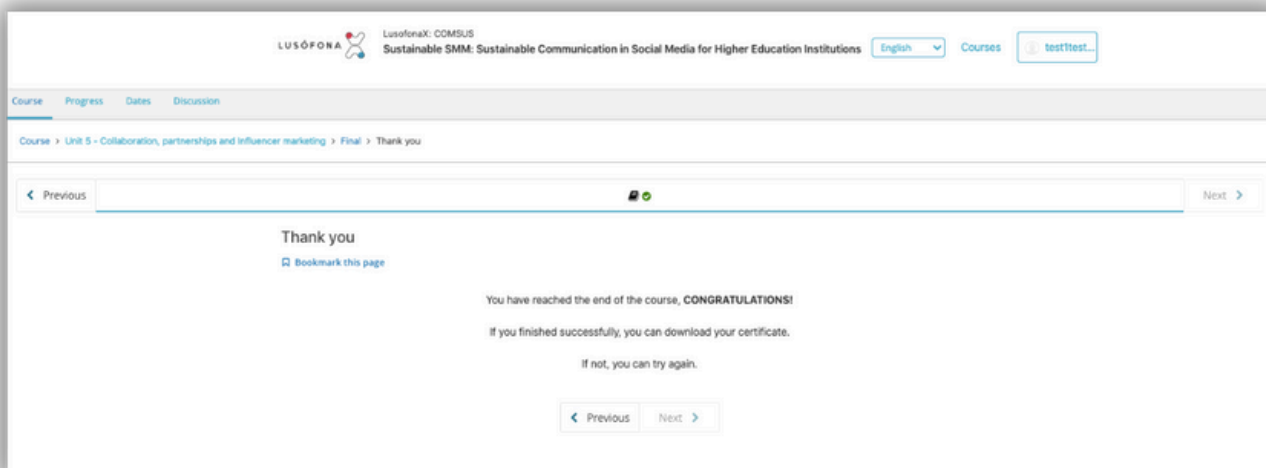
Watch a videos.

The screenshot shows a course page for 'LusofonaX: COMSUS Sustainable SMM: Sustainable Communication in Social Media for Higher Education Institutions'. The page is in English and has a 'testtest...' button. The breadcrumb trail is: Course > Unit 3 - Social media platforms & tools for sustainable communication > 3.1. Social Media and Sustainability > 3.1.1. Watch a video - TEDTalk. The main content area is titled '3.1.1. Watch a video - TEDTalk' with a 'Bookmark this page' link. Below the title is a video player showing a TEDTalk by Zahra Biabani titled 'The Eco-Creators Helping the Climate Through Social Media | Zahra Biabani | TED'. The video player has a red play button in the center.

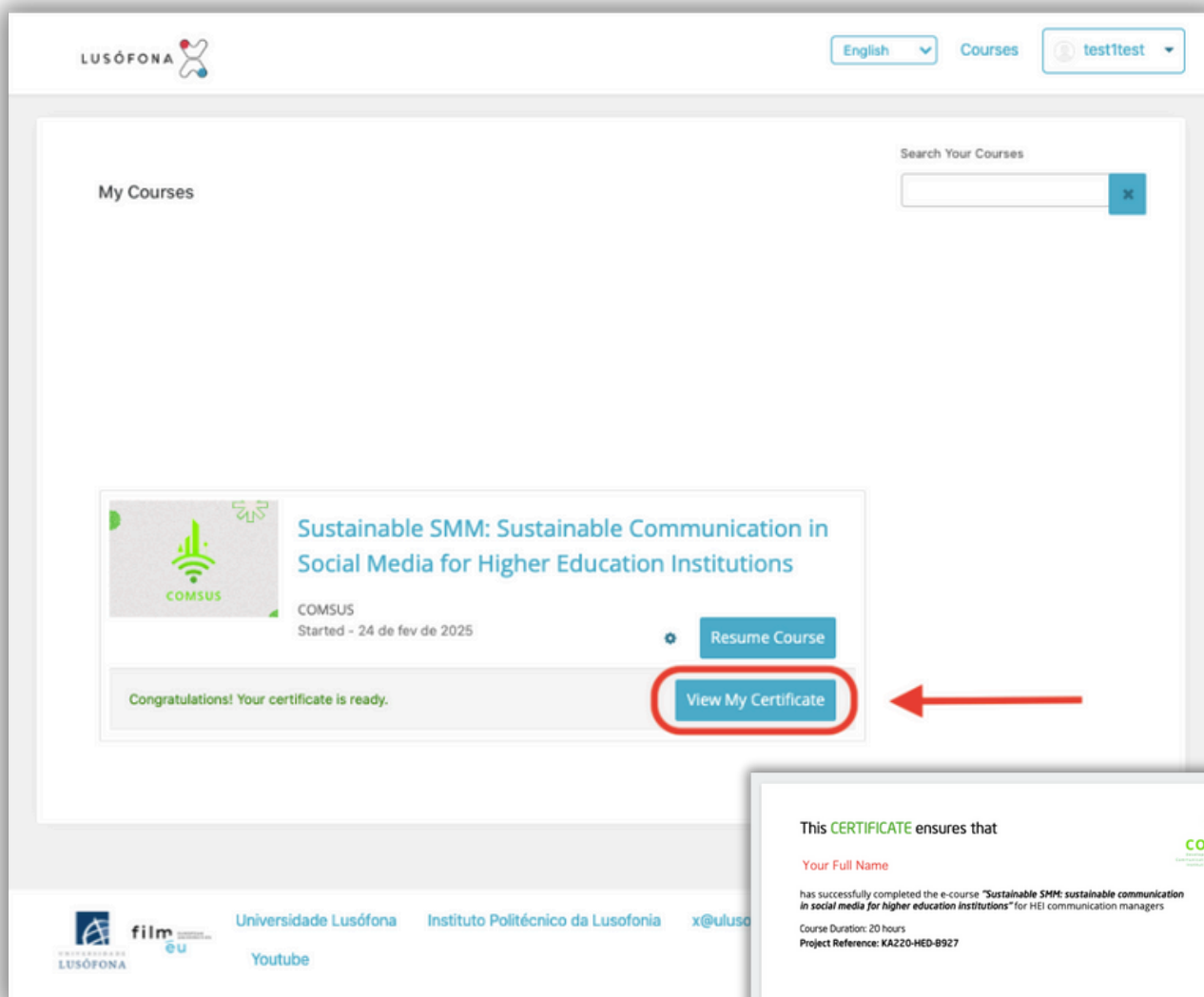
You will have to do exercises.

The screenshot shows a course page for 'LusofonaX: COMSUS Sustainable SMM: Sustainable Communication in Social Media for Higher Education Institutions'. The page is in English and has a 'testtest...' button. The breadcrumb trail is: Course > Unit 4 - Creating impactful and engaging content > 4.1. Promoting dialogue and interaction on social media platforms > 4.1.2. Exercise. The main content area is titled '4.1.2. Exercise' with a 'Bookmark this page' link. Below the title is the text 'Exercise' and '0,0/5,0 points (graded)'. The instruction is: 'Match the different social media platforms with the dialogue interaction situations in the following social media platforms:'. Below this are five dropdown menus for social media platforms: Facebook, YouTube, Instagram, LinkedIn, and Twitter. Each dropdown menu has 'Select an option' as the selected value.

After gaining full and reliable knowledge of completing all tasks, you will receive CONGRATULATIONS!



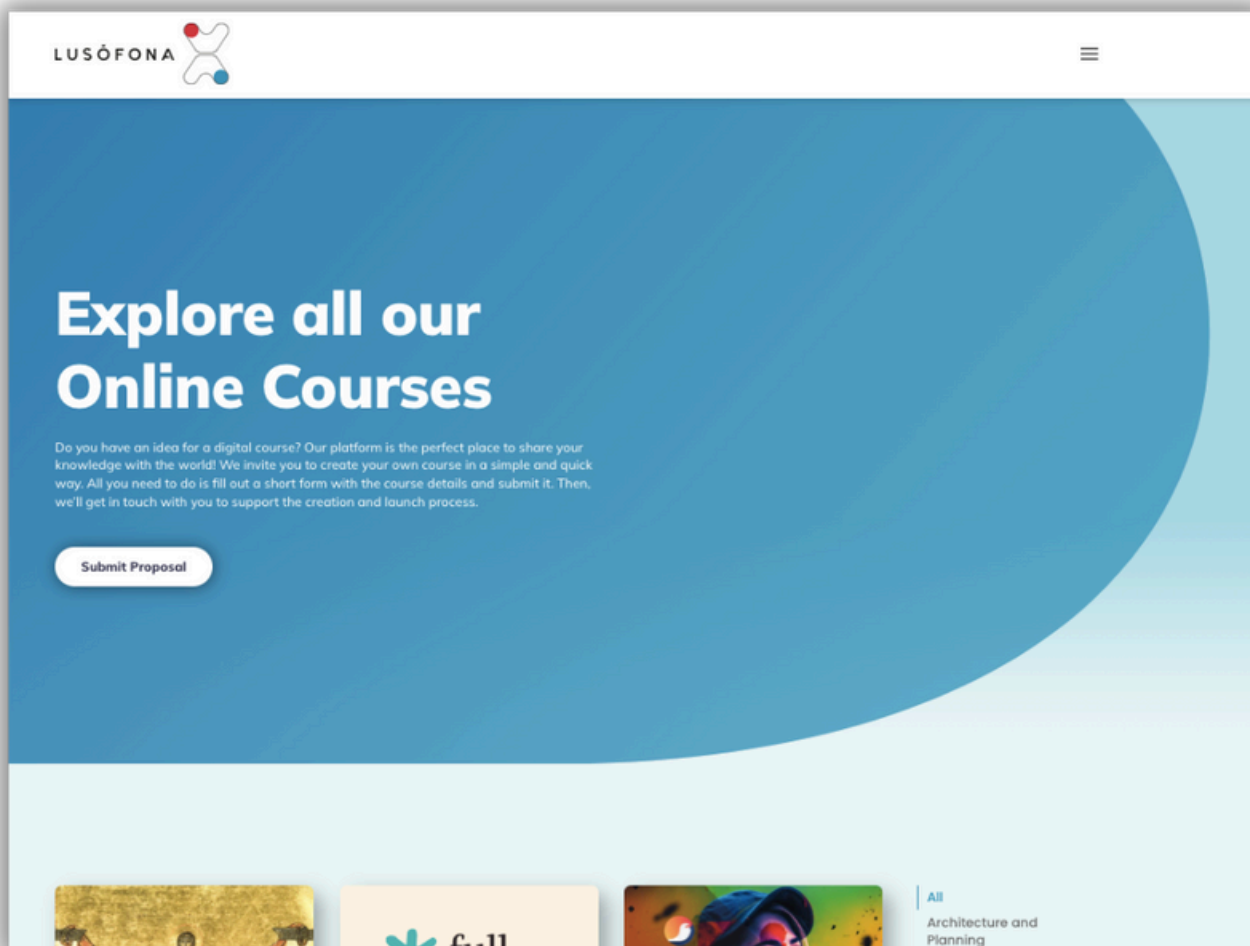
After successfully completing all tasks, you will receive a certificate confirming that you have completed the course. If not, you can try again.



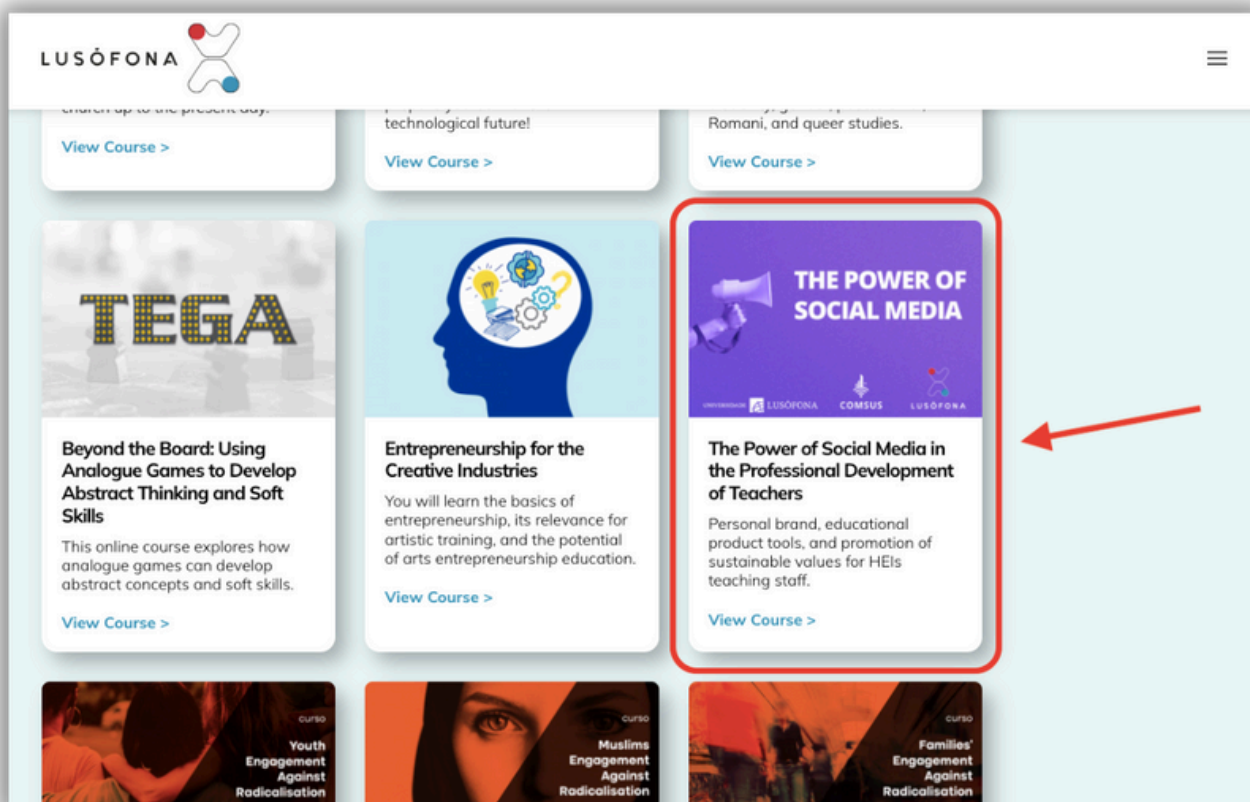
You can also download the certificate as a .pdf file



You can also explore our other online courses - if you are interested:



COMSUS 2022-1-PL01-KA220-HED-000090164 e-learning course: **“The Power of Social Media in the Professional Development of Teachers”**.



... and many other interesting e-learning courses

## Additional information:

We wish you a pleasant experience with the e-learning course:  
**Sustainable SMM: sustainable communication in social media for higher education institutions**



In case of any problems or other questions, please contact the project coordinator at the following e-mail address: [biuro@zofiazamenhof.pl](mailto:biuro@zofiazamenhof.pl)

## Project coordinator:



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