

# **Instruction manual for the e-learning course "The Power of Social Media in the Professional Development of Teachers"**

**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.



**Co-funded by  
the European Union**

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Fundacja Rozwoju Systemu Edukacji. Neither the European Union nor the granting authority can be held responsible for them.





Course Language: English

## The Power of Social Media in the Professional Development of Teachers

In Progress

[Go to course >](#)

Co-funded by the European Union

## THE POWER OF SOCIAL MEDIA

UNIVERSIDADE LUSÓFONA COMSUS LUSÓFONA

### Project partners:



## Instructions for registering for the e-learning course

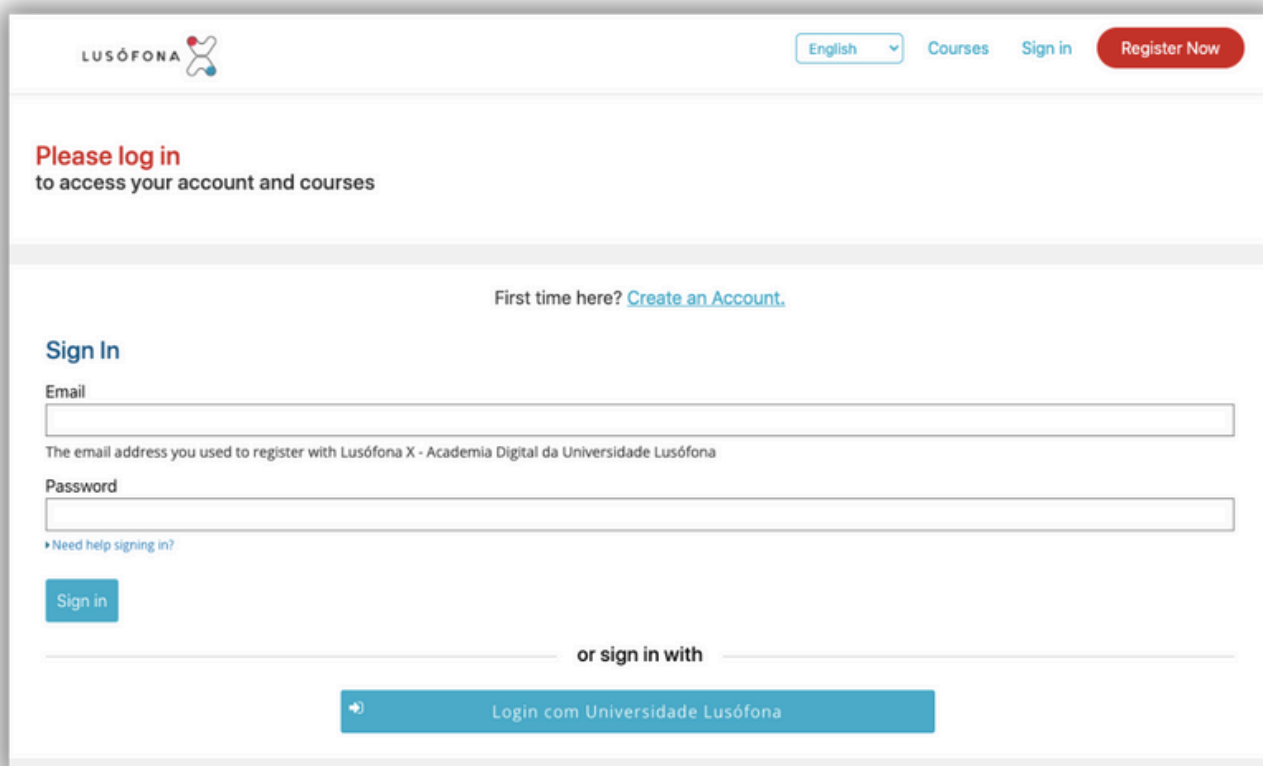
The direct link to the course is on the project website [www.comsus.eu](http://www.comsus.eu) in the "E-learning platform" tab.



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

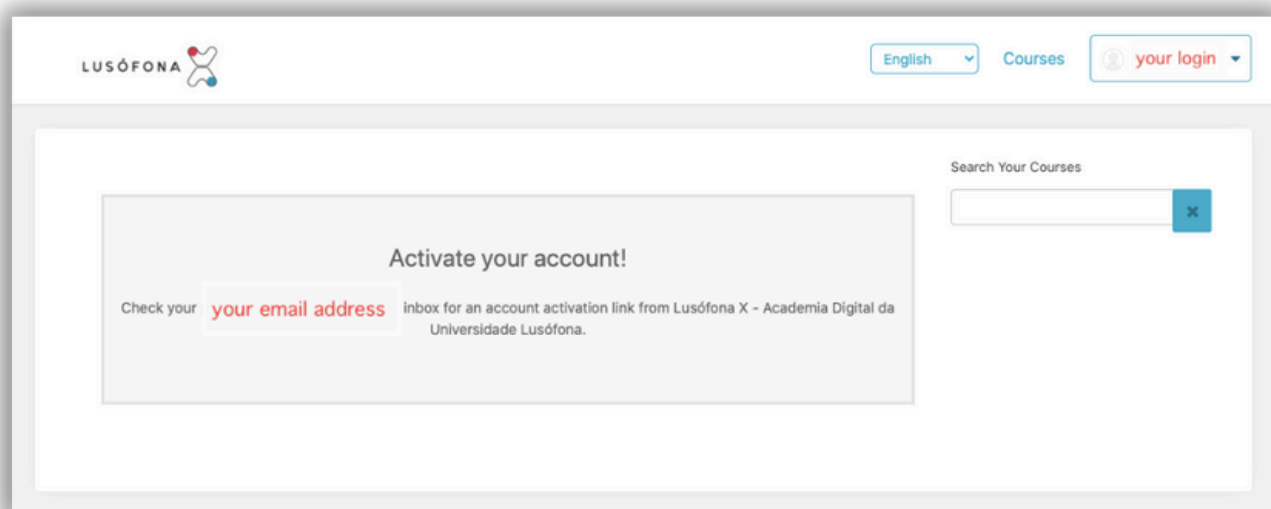
To create an account, you must provide your name and email address, as well as create a public username and password.

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. To the right are navigation links for 'English', 'Courses', and 'Sign in', along with 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 contains 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 button labeled 'Login com Universidade Lusófona'.

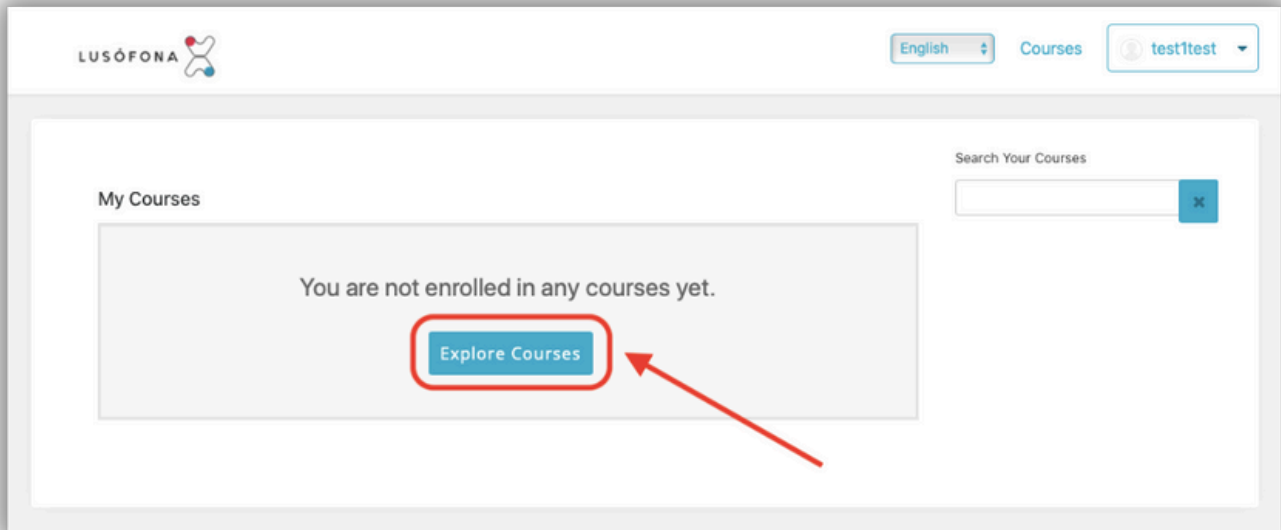
And immediately after activating your account in the system, you can start the e-learning course.



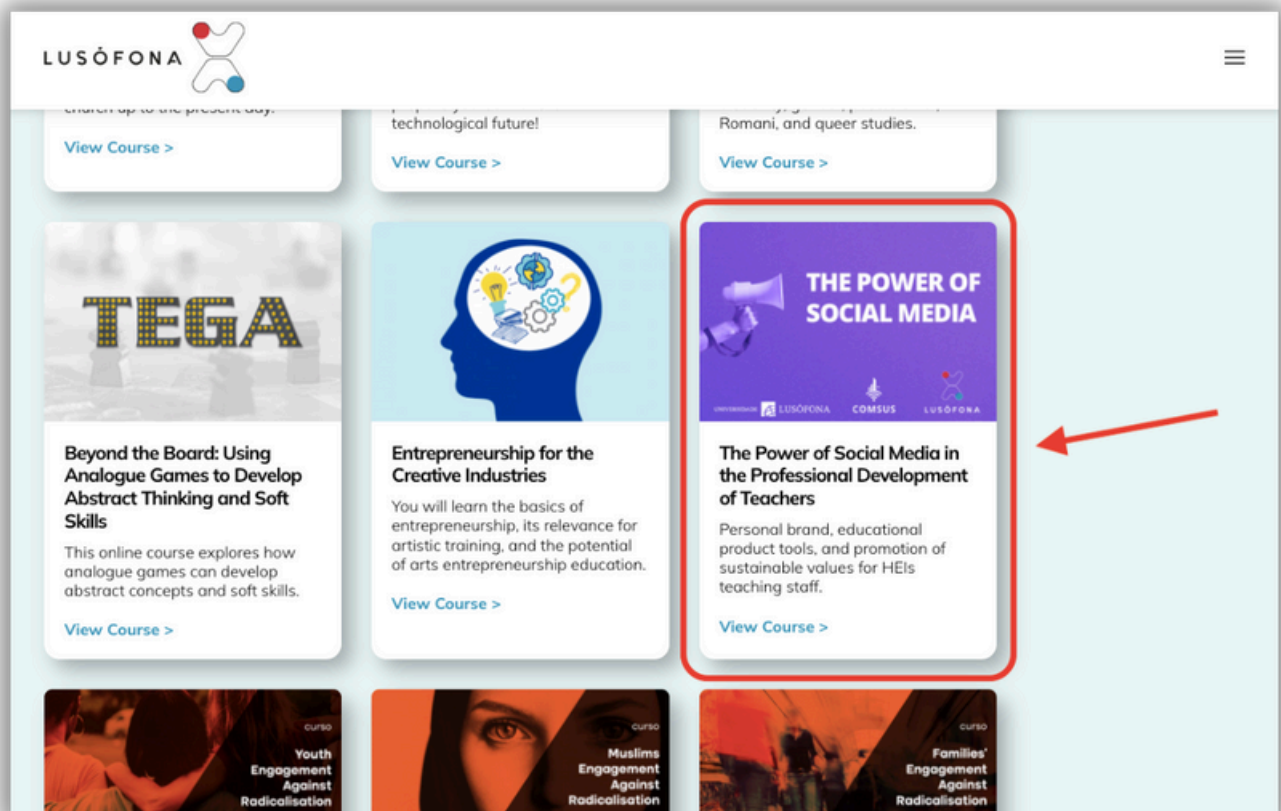
The screenshot displays the account activation page. The top navigation bar includes the Lusófona logo, 'English', 'Courses', and a dropdown menu labeled 'your login'. A search bar on the right is titled 'Search Your Courses'. The central content area features a large box with the heading 'Activate your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

# Instructions for completing an e-learning course

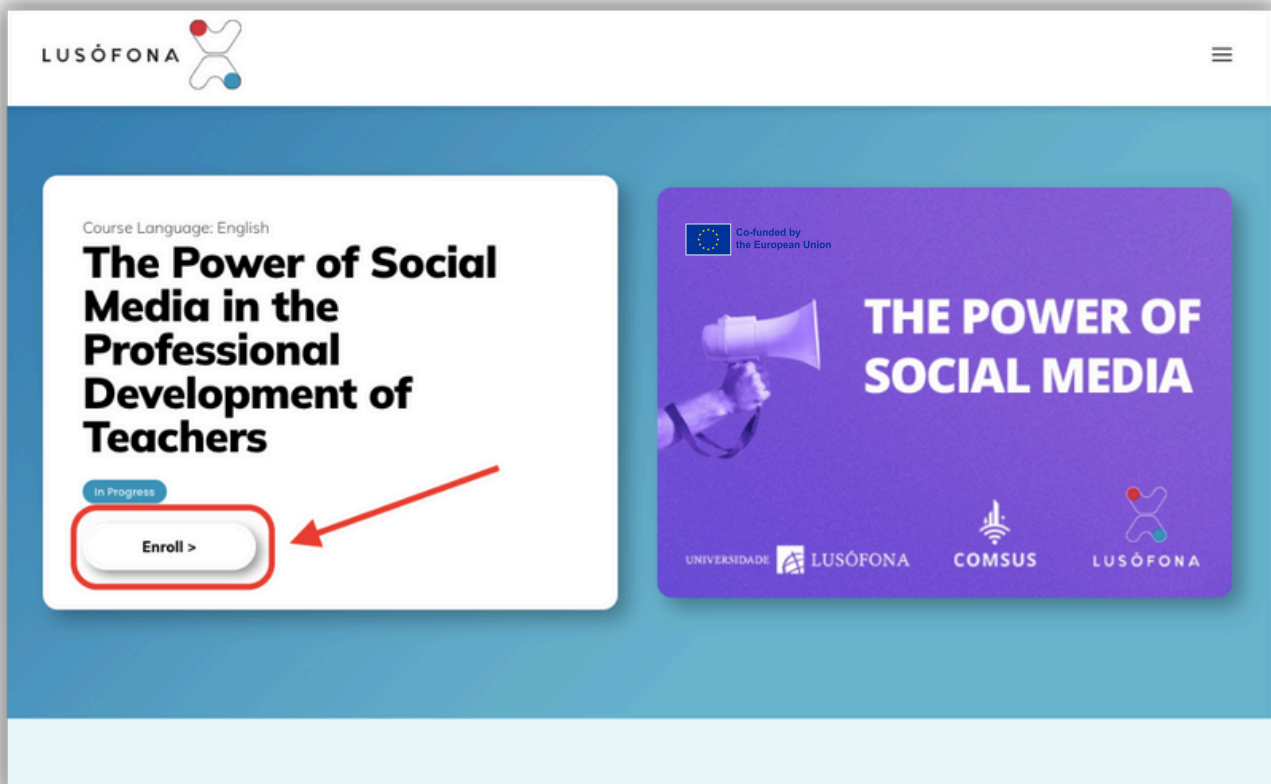
After gaining access to the e-learning platform, click the "Courses" tab and then go to the "Explore Courses" tab



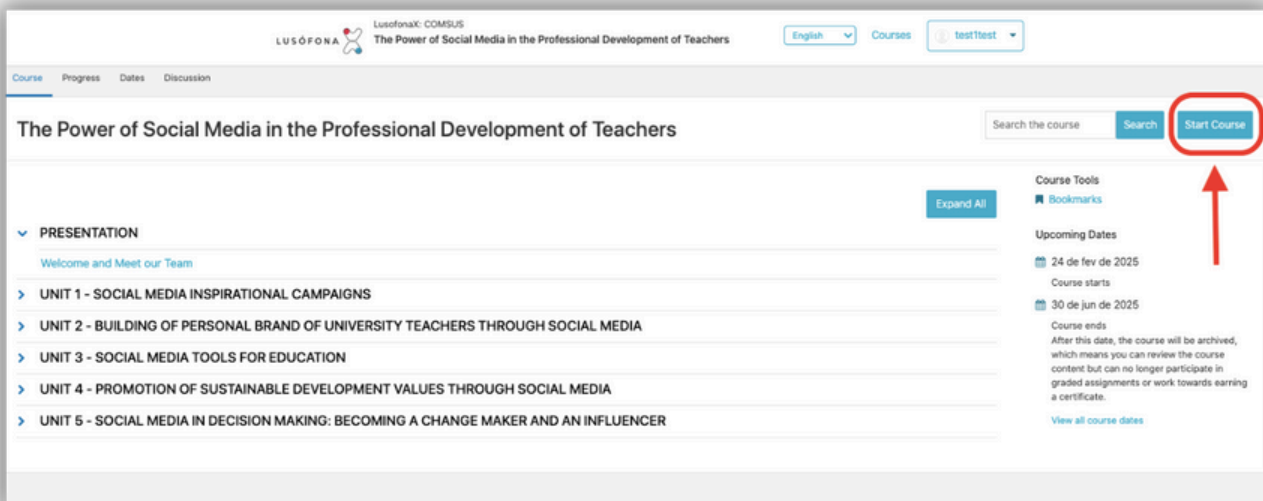
You can search for courses, using the name of the project (COMSUS) or the name of the course (The Power of Social Media in the Professional Development of Teachers).



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 - Social media inspirational campaigns

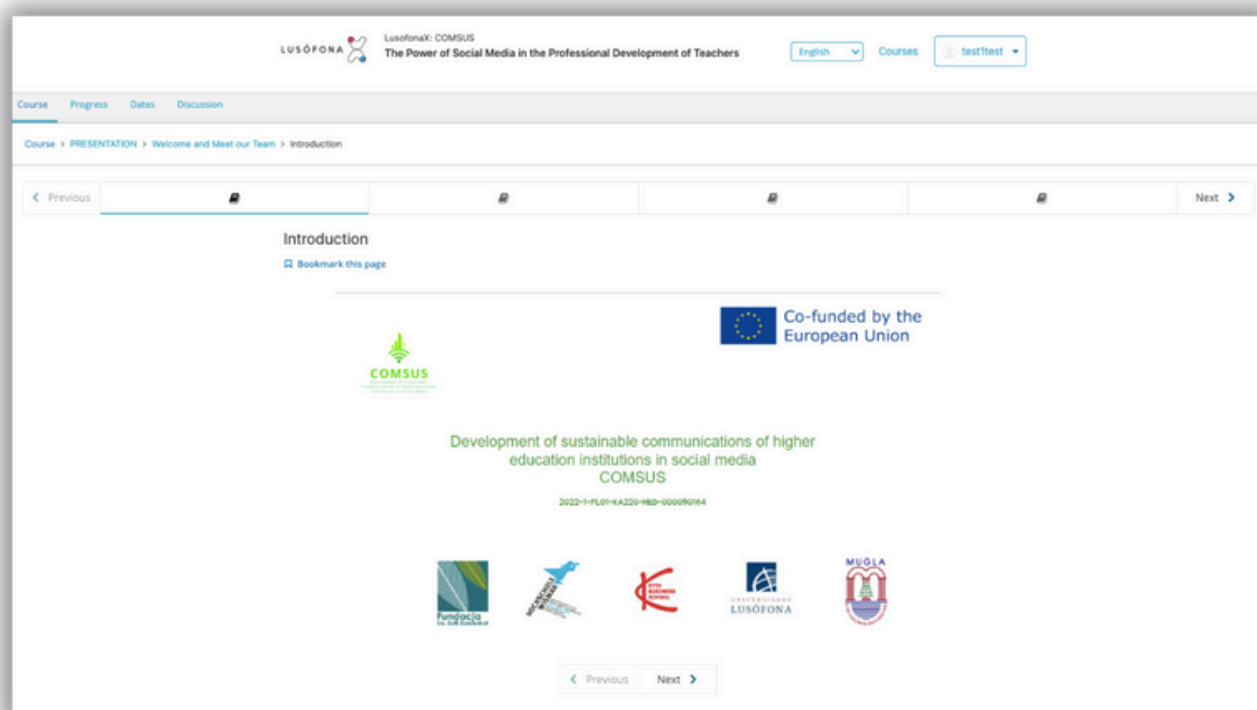
Unit 2 - Building of personal brand of university teachers through social media

Unit 3 - Social media tools for education

Unit 4 - Promotion of sustainable development values through social media

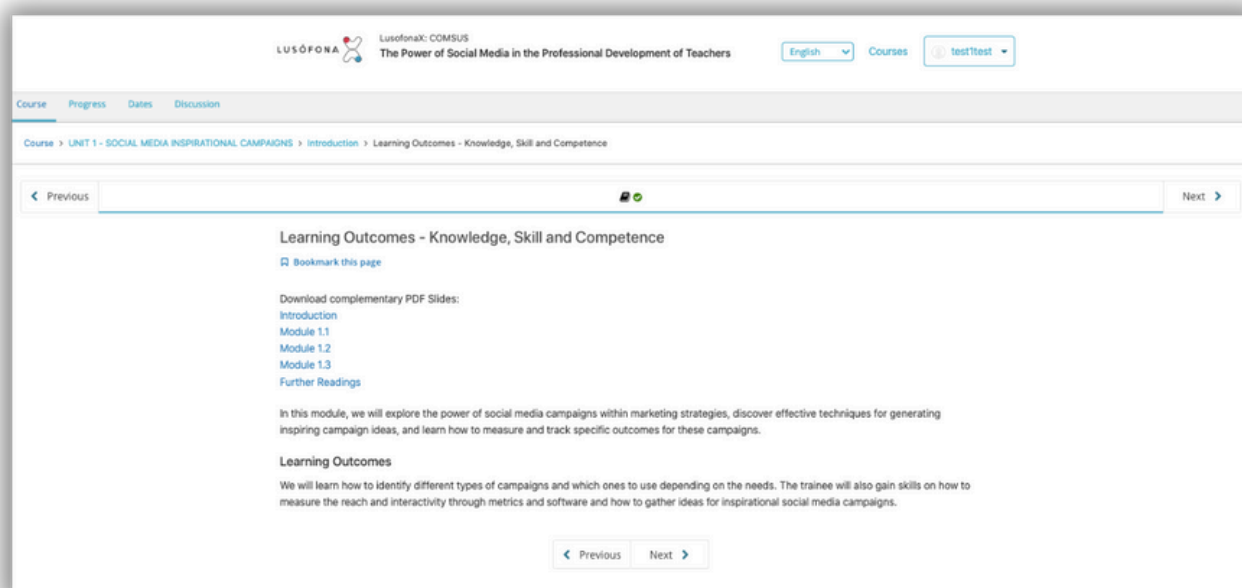
Unit 5 - Social media in decision making: becoming a change maker and an influencer

First, read the introduction.



The screenshot shows the course introduction page on the LUSÓFONA platform. The page title is "Introduction" and it includes a "Bookmark this page" link. The main content features the COMSUS logo, the European Union flag with the text "Co-funded by the European Union", and the course title "Development of sustainable communications of higher education institutions in social media COMSUS". Below this, there are logos for FUNDOPIDE, LUSÓFONA, and MEGIA. The page also includes navigation buttons for "Previous" and "Next".

Learn about learning outcomes.



The screenshot shows the course learning outcomes page on the LUSÓFONA platform. The page title is "Learning Outcomes - Knowledge, Skill and Competence" and it includes a "Bookmark this page" link. The main content lists "Download complementary PDF Slides" with links for "Introduction", "Module 1.1", "Module 1.2", "Module 1.3", and "Further Readings". Below this, there is a paragraph describing the module's focus on social media campaigns and their outcomes. The "Learning Outcomes" section states that trainees will learn to identify different types of campaigns and gain skills on how to measure their reach and interactivity. The page also includes navigation buttons for "Previous" and "Next".

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 from Lusofona COMSUS. The page title is "Read the text - Information collection actions". It contains several paragraphs of text defining key concepts for social media campaigns:

- Global Events Calendar:** refers to a calendar or schedule of significant events taking place on a global scale. These events could include conferences, seminars, workshops, or important dates related to education, sustainability, technology, or any other relevant field. Monitoring such events can help you plan your social media campaigns around them or participate in discussions related to these events.
- Consulting Expertises:** Talk to experts in a particular field. These can include specific academic disciplines, research areas, or professional expertise of faculty members. Leveraging these expertises can provide valuable content for social media campaigns, such as sharing insights, research findings, or practical advice.
- Engaging with students and staff:** It's really important to actively involve students and staff members in your social media campaigns. This could mean ask for their opinions, showcasing their achievements or projects, encouraging their participation through contests or challenges, or simply creating a sense of community through interactive posts and discussions.
- Collaboration with organizations:** Collaboration with external organizations, such as non-profits, businesses, or community partners, can enhance the reach and impact of your social media campaigns. It can involve co-creating content, promoting joint initiatives, or sharing resources and expertise to address shared goals or challenges.
- Social Media Trends:** Staying informed about social media trends is crucial for effective campaign planning. This involves monitoring emerging platforms, popular features, content formats, and engagement strategies that resonate with your target audience. By leveraging current social media trends, you can ensure your campaigns are engaging and aligned with the preferences of your audience.
- Global Sustainability Challenges:** Global sustainability challenges refer to environmental, social, and economic issues that have a worldwide impact, such as climate change, biodiversity loss, poverty, inequality, or sustainable development. Incorporating these challenges into your social media campaigns can raise awareness, promote sustainable practices, and inspire action among your students and wider community.

Take part in the many quizzes included in the course.

The screenshot shows a quiz page from Lusofona COMSUS. The page title is "Take the quiz - personal branding". It contains a multiple-choice question:

Take a quiz and find out how well do you know the terms related to personal branding!

**Multiple Choice**  
1 point possible (ungraded)

When you talk about your past, your upbringing and career experience, you're describing your...

- backlighting
- foreground
- middle ground
- background

Submit You have used 0 of 3 attempts



Watch a videos.

The screenshot shows a video player on a course page. The page header includes the logo for LUSÓFONA COMSUS and the course title "The Power of Social Media in the Professional Development of Teachers". The video player displays a purple background with the text "Types of inspirational social media campaigns" and a list of campaign types: "AWARENESS", "ADVOCACY", "EDUCATION", "BRAND", and "FUNDRAISING". A small video thumbnail shows a man wearing headphones. Below the list, there is a quote: "and empower individuals to make conscious choices that contribute to environmental preservation".

You will have to do exercises.

The screenshot shows an exercise page on a course page. The page header is the same as the previous screenshot. The exercise is titled "Exercise 1.1 - Match the hashtags" and is worth 0.0/4.0 points. The instructions are: "With the hashtags given, do a quick research in twitter social platform and match the campaign to the type." The exercise lists five hashtags: #climatestrike, #sustainablelifestyle, #onepercentfortheplanet, #BeatPlasticPollution, and #lastswab. Each hashtag has a dropdown menu labeled "Select an option".

LUSOFONA LusofonaX: COMSUS The Power of Social Media in the Professional Development of Teachers English Courses test/test

Course Progress Dates Discussion

Course > UNIT 2 - BUILDING OF PERSONAL BRAND OF UNIVERSITY TEACHERS THROUGH SOCIAL MEDIA > 2.2 How does social media impact the construction of academic identity? > Think about it - exercise

< Previous Next >

### Think about it - exercise

[Bookmark this page](#)

Create an initial plan for your the creation of your personal brand in social media. Follow the steps below to organise your thinking process.

- What would you like to post on social media?
- What platforms are you going to be using?
- How much time and effort can you put into this activity?
- What would you like to achieve?
- Do you have previous experience with creating content on social media? If yes, then think how you can use it now?

< Previous Next >

## Make a multiple choice test

Formularz wniosku | Program Multiple choice test | Post-... Thumacz Google

https://cursos.lusofona-x.pt/courses/course-v1:LusofonaX+COMSUS+00/courseware/49e114c71e774e939fbfd28986e338c/c088bc9fe150405dbe8518e80226c...

LUSOFONA LusofonaX: COMSUS The Power of Social Media in the Professional Development of Teachers English Courses test/test

Course Progress Dates Discussion

Course > UNIT 2 - BUILDING OF PERSONAL BRAND OF UNIVERSITY TEACHERS THROUGH SOCIAL MEDIA > Post-test > Multiple choice test

< Previous Next >

### Multiple choice test

[Bookmark this page](#)

#### Multiple Choice

0.0/2.0 points (graded)

Why is personal branding important?

- Provides a different way to interact with the community
- Leads to opportunity
- Bolsters your online presence
- All of the above

Save

Submit You have used 0 of 3 attempts

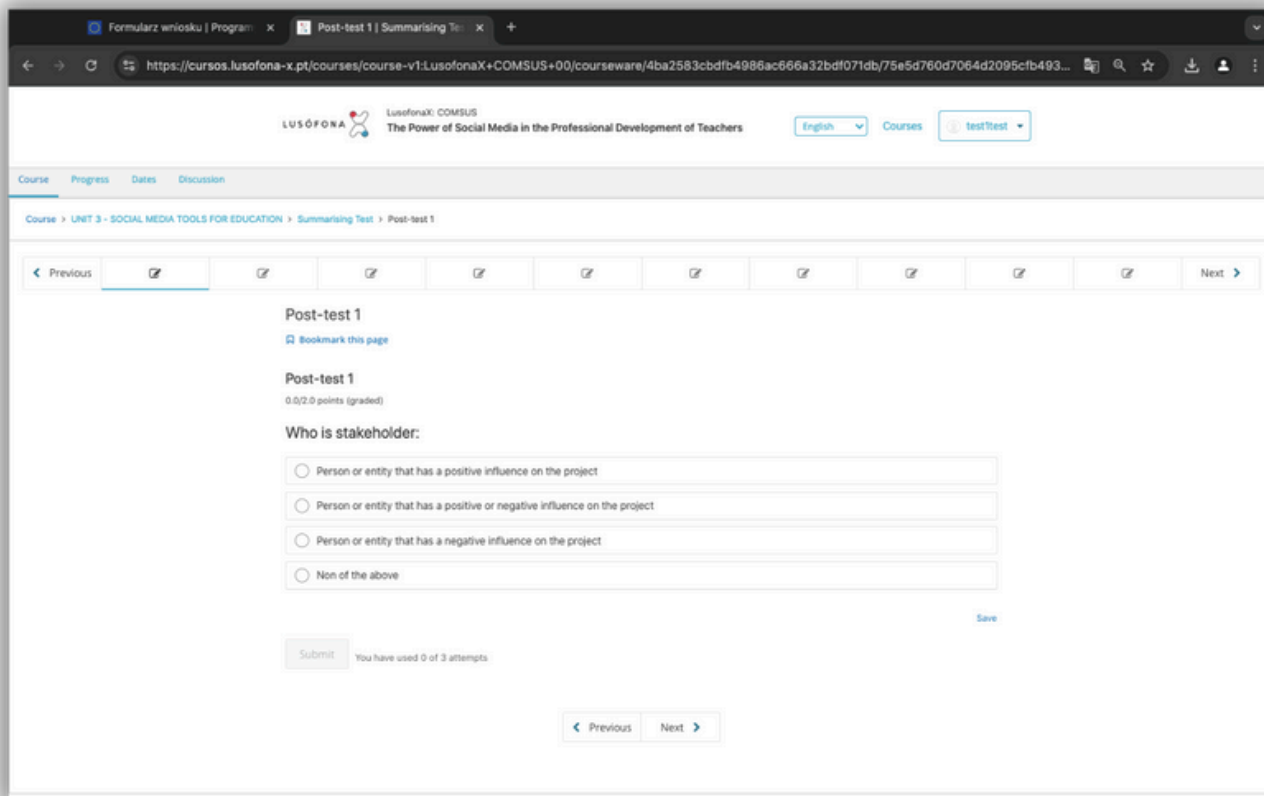
#### Multiple Choice

0.0/2.0 points (graded)

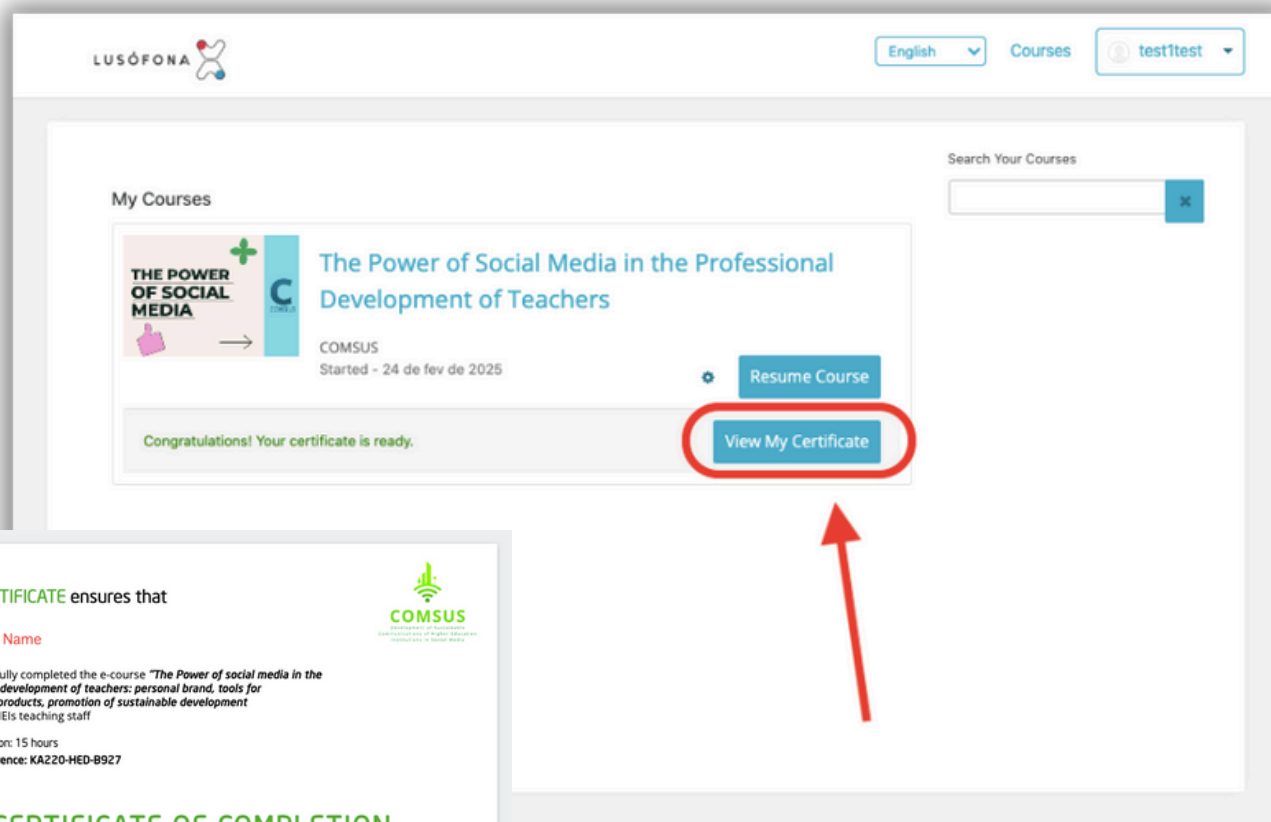
What type of social media are Reddit and Quora?

- Image-based Sites

At the end of the course you have to complete a Post-test

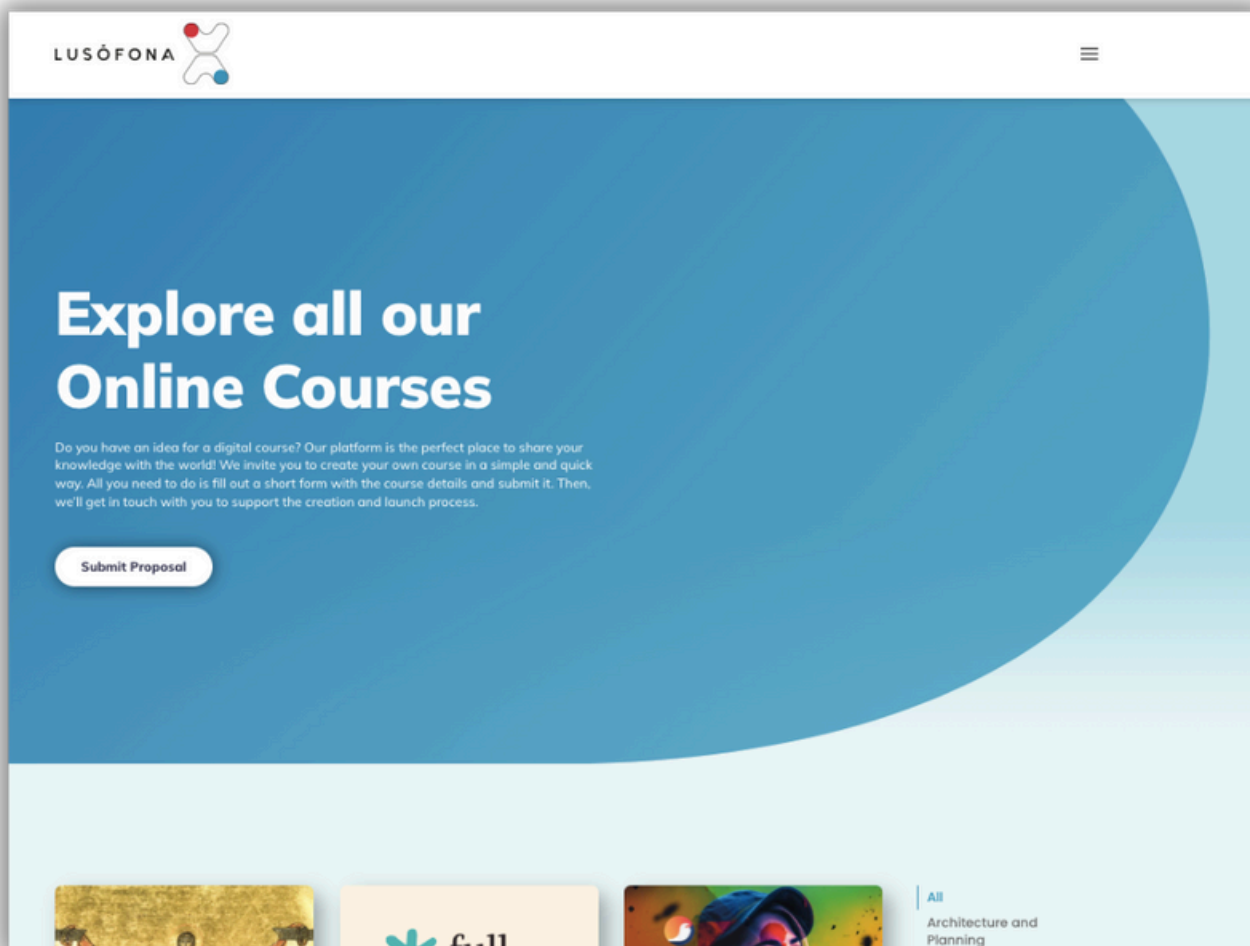


After successfully completing all tasks, you will receive a certificate confirming that you have completed the course. If not, you can try again.

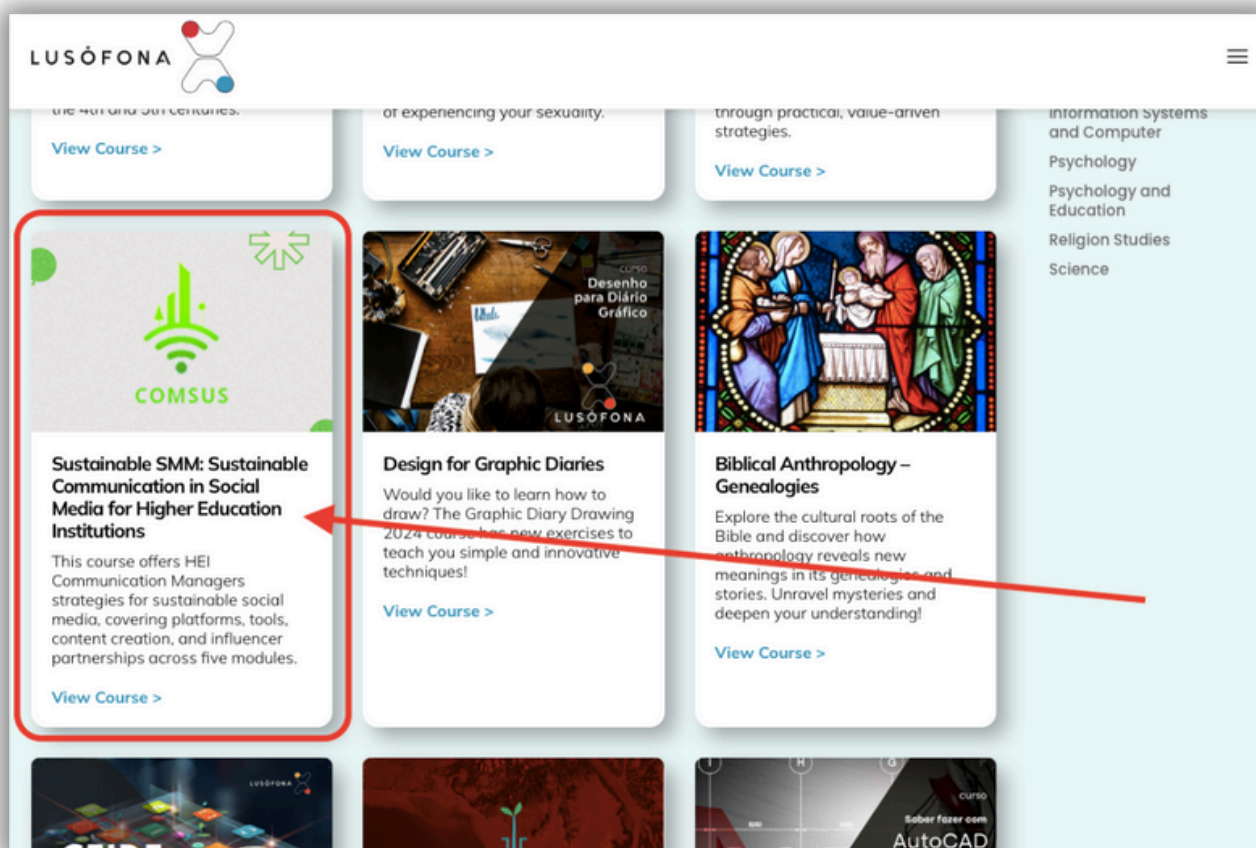


You can also download the certificate as a .pdf file

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



COMSUS 2022-1-PL01-KA220-HED-000090164 e-learning course: **“Sustainable SMM: sustainable communication in social media for higher education institutions”**.



... and many other interesting e-learning courses

## Additional information:

We wish you a pleasant experience with the e-learning course:  
**The Power of Social Media in the Professional Development of Teachers**



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:



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Fundacja Rozwoju Systemu Edukacji. Neither the European Union nor the granting authority can be held responsible for them.