

Methodological tool: <Developing a positive image through social media>

Number of methodological Tool	EUPANEXT_LO_140_M_001
Work Area Code and Title	17 BUSINESS ENVIRONMENT
Unit Code and Title	4.20 Develop a positive image of self and the organisation
Learning Outcome Number and Title	LO140 - Demonstrate initiative and flexibility when undertaking activities on behalf of the organization in order to improve or reinforce image. Be able to generate solutions in the case of problematic issues.
Objective of the methodological tool	To help participants demonstrate initiative and flexibility when undertaking activities on behalf of the organization in order to improve or reinforce image. To be able to choose the appropriate channel and message
Approximate Time needed for the completion of this exercise	20 min.
Individual or group exercise	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Group
Type of methodological tool	<input type="checkbox"/> Written exercise <input type="checkbox"/> Group exercise <input type="checkbox"/> Video analysis <input type="checkbox"/> Simulation <input type="checkbox"/> Multiple choice <input type="checkbox"/> Group exercise with cards <input type="checkbox"/> Exercise using ICT <input type="checkbox"/> Role play <input checked="" type="checkbox"/> Group discussion <input type="checkbox"/> Case study <input type="checkbox"/> Creative Group Work
Description of the exercise	<p>Ask participants the following questions for their organisation and to justify their choices:</p> <ul style="list-style-type: none"> - Which social media platform would they use? - What aspects would they promote and disseminate mostly? - What would be the main message? - What would they post mostly (e.g. text, images, video)? <p>After they discuss, wrap up with remarks from the PPT presentation</p>
Exercise is accompanied by	-

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Exercise solution	-
Other comments to the trainer	

Activity 1

Complete the following phrase with one of the following options:

The problems of discrimination in Greek reality.....

Choose one:

1. made in recent years
2. have increased due to the economic crisis
3. It is stable at the same level in recent years
4. are subject to the failure to ratify the relevant European Treaties.

Discuss your views on discrimination with the rest of your group's trainees and then your representative will put forward your views in plenary.

Then try to formulate a framework of your own to deal with discrimination.

Activity 2 /creation of stereotypes. Performance of positive and negative characterizations

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Read the Aesopian stories like: the heron, the crayfish and the fox, the hare and the turtle. Discuss the characters of every fairy tale and the way everyone sees things (Optics)

Analyze the characteristics (personality, feelings, behaviours) of the persons and indicate some of the defects.

Think about what features "I attribute to others"

Re-read all of the previous stories and write the negative perceptions that come to mind about the key heroes.

Then create groups and discuss the performance of the impressions and expectations of the people who were presented in the stories and present it in plenary

Activity 3

We see the world in a different way

- Choose a recent group activity (test, professional training, visit to another standard workplace).
- Separate into groups of 4-5 people
- Then ask the group to describe separately the experiences of the activity. The other members of the group should listen carefully and note a point that resembles their own experience and a point that differs.
- The next person in the same group will describe his own story and will do the same with the rest of the team
- Each team will gather the points in which they were different and the points they looked like and one person in each group will announce them in plenary.
- At the end they will put forward SIMILARITIES AND DIFFERENCES in the panel to realize that everyone understands the same condition differently.

Activity 3 / Myths surrounding conflicts

Title	Myths surrounding conflicts
Type	Brainstorming, individual work, discussion in pairs, plenary debate, suggestion
Predicted Duration	40'
Theory/Practice	Theory
Purpose	Exploring the myths surrounding conflicts
Description	<ol style="list-style-type: none"> 1. The trainer writes in the table the three phrases: <ul style="list-style-type: none"> ● The good guys do not fight ● The conflict entails fighting ● A group of people who work well together has no conflicts 2. Trainees comment on these phrases in the plenary session, without telling the trainer that they are myths. The trainer simply asks the trainees if they consider them correct or wrong and why. 3. The team is divided into doubles (if it is a single number, in doubles and a triple). Instructions to Trainees: Think of a recent conflict you encountered. See if one or more of these beliefs discouraged you or prevented you from focusing on the conflict. 4. Everyone keeps notes for himself, noting two words describing the conflict and what prevented him from focusing. 5. They turn to the person that sits next to them and share what they have discovered for themselves. 6. In plenary: feedback from small groups and debate. The trainer closes the discussion by stating more clearly and systematically that these are myths
Instructions to trainers	In plenary: feedback from small groups. Thoughts, feelings. The trainer does not provide solutions, he just leaves space to express obstacles and

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	myths.
Materials - Means	A4 paper, pen

