

DIGITAL MITRA

LEARNING MODULE - 2



INTRODUCTION

We at Plan India believe in the power and voices of young people. Through our work with young people especially girls we know their stories alone can create impact and positive change towards creating a gender equal world.

Plan India through its work is impacting 20 million girls and young women through gender-transformative programmes and influencing public policy. We take pride that we have created an environment conducive for girls to learn, lead, decide and thrive in the communities that we work with. We measure our effectiveness by the victories of people, especially children and girls, as powerful drivers of change. We have seen heartening shifts in mindsets and discriminatory practices, led by changemakers who are transforming their own lives as well as that of others.

As technologies advance and become easily accessible, Plan India seeks to train girls to use smartphones as the main tool in producing impactful stories on issues that matter to them and to their communities.

Digital Mitra Learning Module is a comprehensive guide aimed at empowering young people through practical knowledge and tools on digital storytelling. Through key concepts, tips, and activities on taking photos and videos, creating digital content, writing for social media, and inclusive reporting, we hope that the Learning Module will help shape the youth to be better storytellers, advocates, and agents of change.



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MODULE - 2



ABOUT DIGITAL MITRA

Plan India is committed to advancing rights, equality and justice for all girls and young women through gender-transformative intervention in inclusive and quality education, household and economic security, sexual and reproductive health services and rights, maternal and child health, safety for girls, child protection, nutrition, early childhood development and resilience in emergencies.

Digital Mitra is Plan's initiative to equip young girls with the understanding and knowledge of Digital Storytelling and help them in bringing positive social change and gender equality. Through this project, we seek to enable them to identify and highlight gender-related issues such as child marriage, child labour, menstrual hygiene, girl child education etc. using a Digital Storytelling approach. Apart from gender, the project focuses on imparting fundamental knowledge of content creation and online publishing tools which includes photography, videography, blog writing and using social media platforms.

DIGITAL STORYTELLING: UNDERSTANDING SOCIAL MEDIA PLATFORMS

Let us learn about various social media platforms available online. There are 4 major social media channels where you can share your digital stories.

FACEBOOK



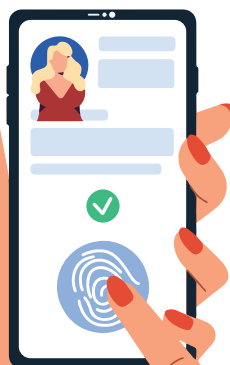
TWITTER



INSTAGRAM



YOUTUBE



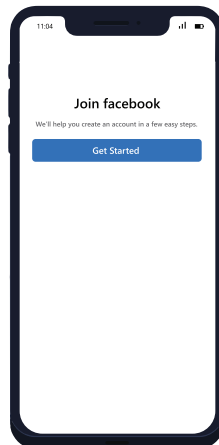
LEARNING FACEBOOK

Facebook is the most popular site for connecting with friends, sharing pictures, music, videos and even articles. You can also share your thoughts, opinions and stories on facebook.

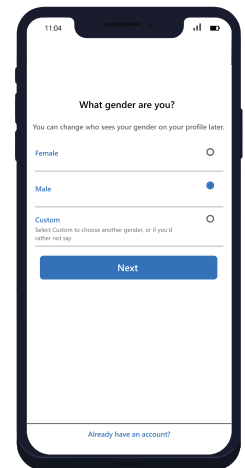
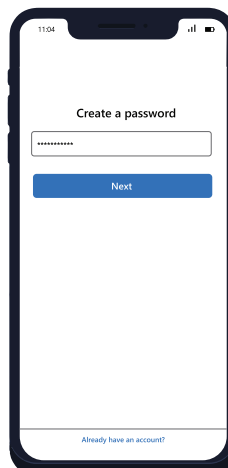
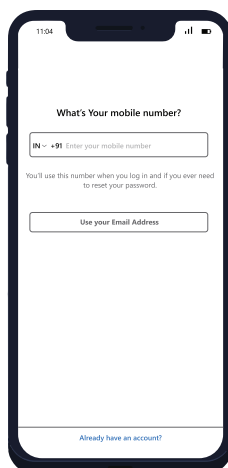
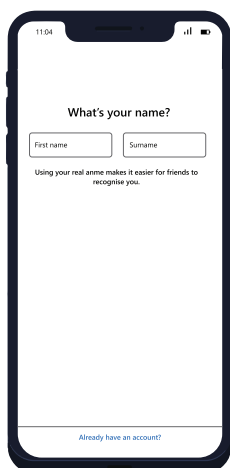


HOW TO CREATE FACEBOOK ACCOUNT ?

Go to facebook.com and click create new account.

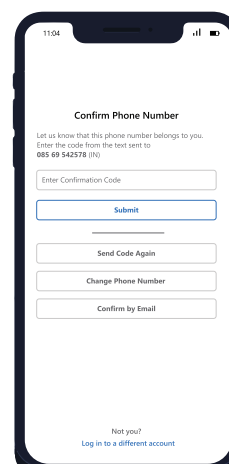
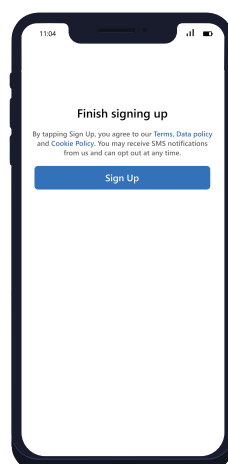


Enter your name, email or mobile phone number, password, date of birth and gender.

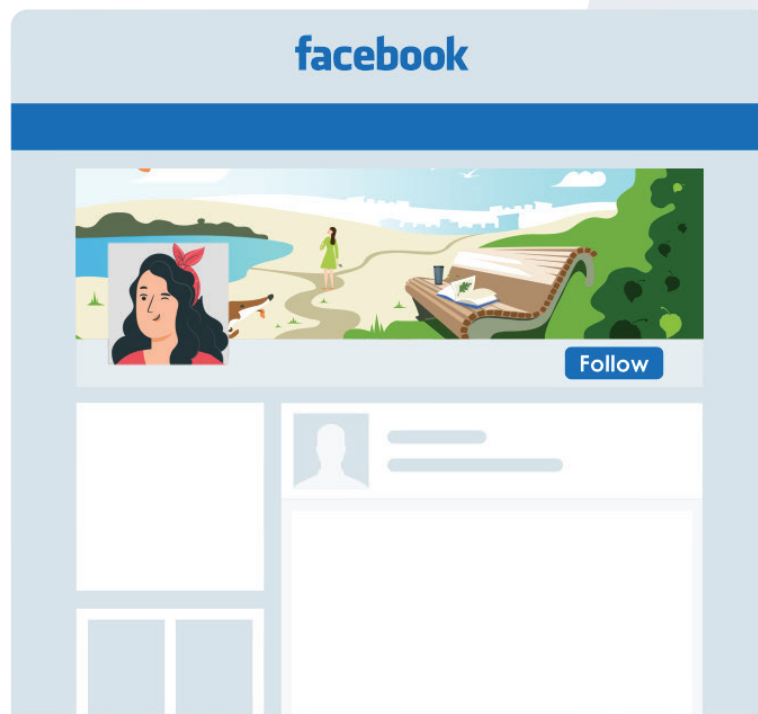


To finish creating your account, you need to confirm your email or mobile phone number.

Click Sign Up.

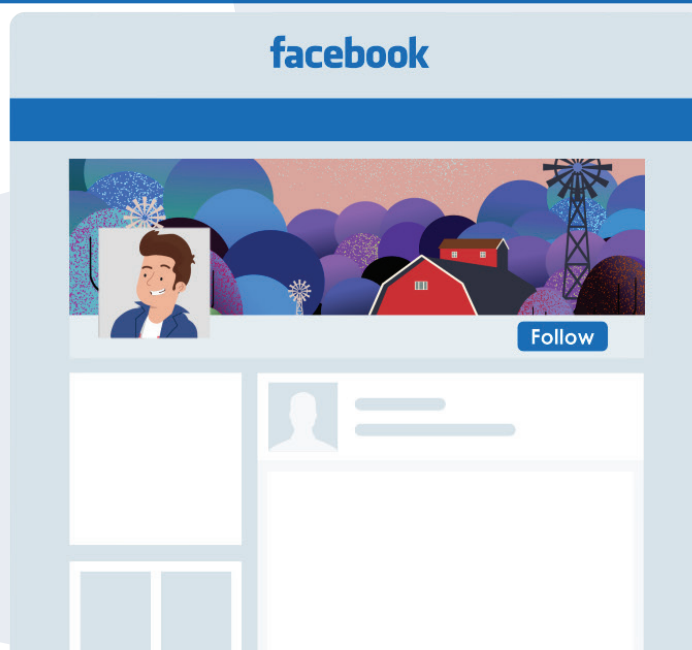


WHAT ARE FACEBOOK PAGES ?



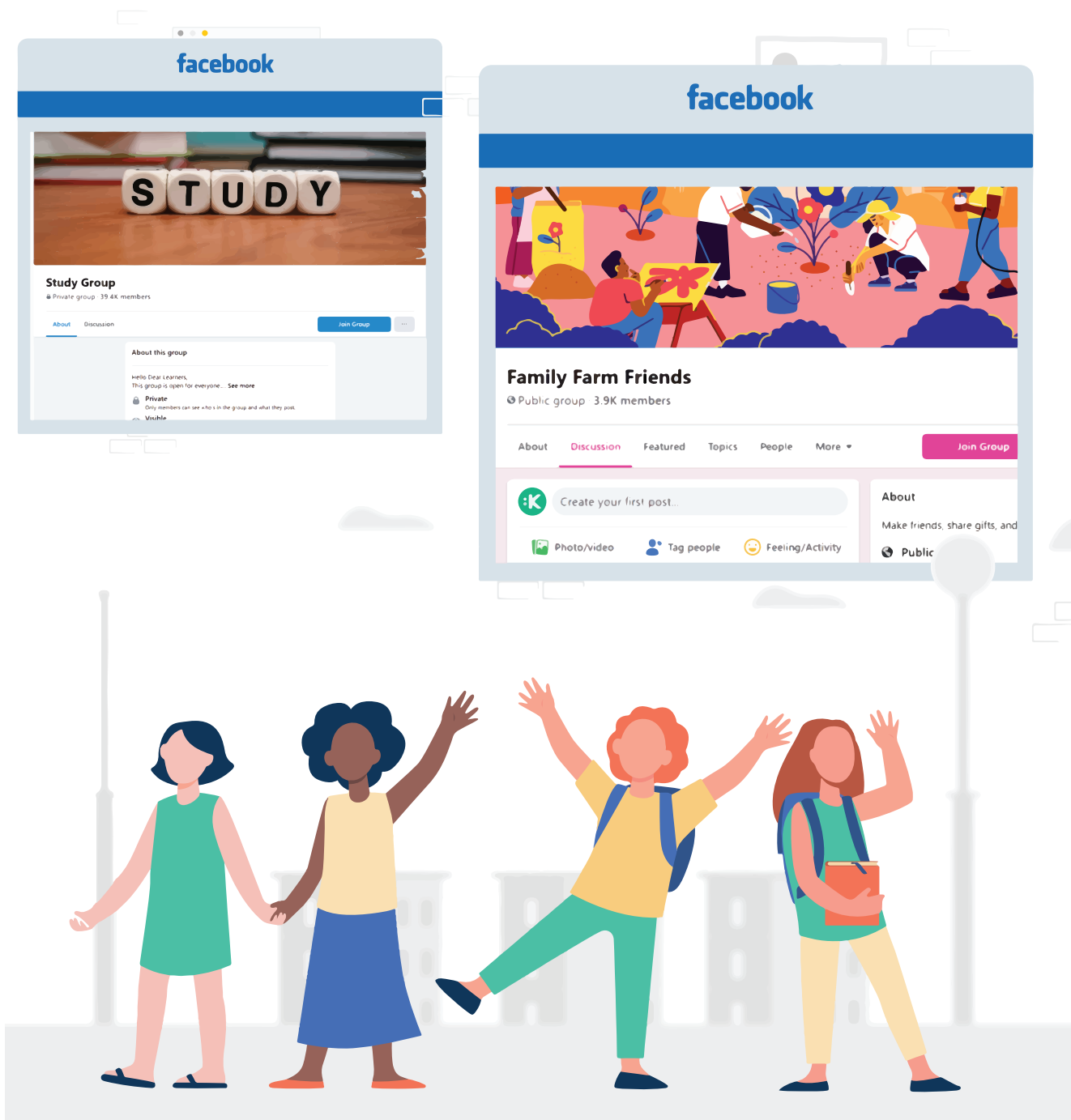
Suppose you like any celebrity, you can follow their page on Facebook to see their latest update. Facebook Pages allow public figures, businesses, organisations, and other entities to establish a genuine and public presence on Facebook.

You, and everyone else on Facebook, can connect with these Pages by becoming fans, and then receive and interact with their updates in your News Feed.



WHAT ARE FACEBOOK GROUPS ?

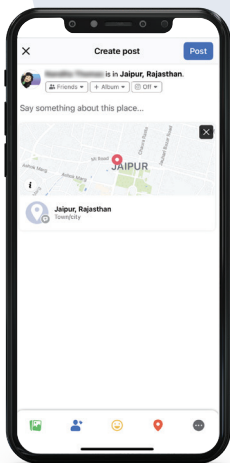
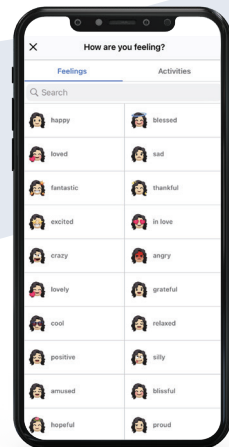
Imagine what would you do if you want to connect with all the girls in your village to discuss your studies. You can create a facebook group and connect online for any purpose like a family event, a school project, a holiday to Shimla or even to discuss new books that you read. You can also change the settings of your group to maintain privacy.



WHAT CAN YOU DO ON FACEBOOK?

Share Feelings

Share how you're currently feeling or what you're currently doing.

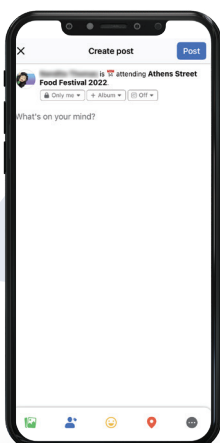
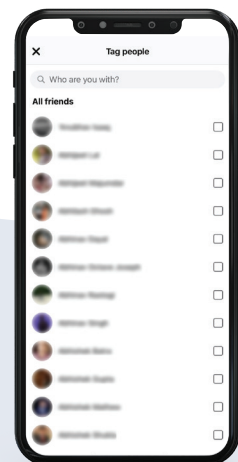


Check in

when you visit a city, location, or place, check in and let your friends know where you're at.

Tag Friend

If you're meeting with your friends, you can tag them in your status and share what you're doing.

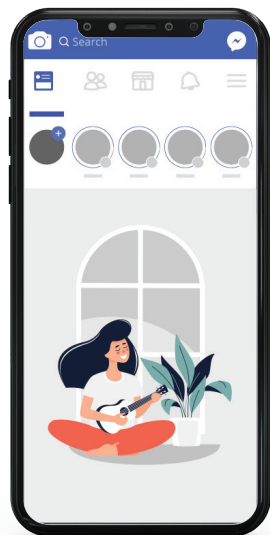
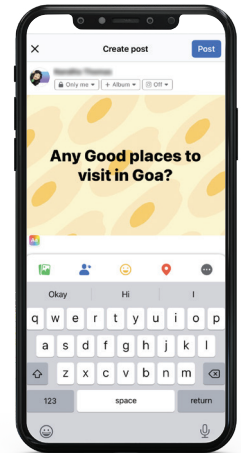


Tag Event

If you're at an event, you can tag it in your status and share about it.

Answer a Question

Choose a question to answer or create your own question to answer and share it with your Facebook friends.



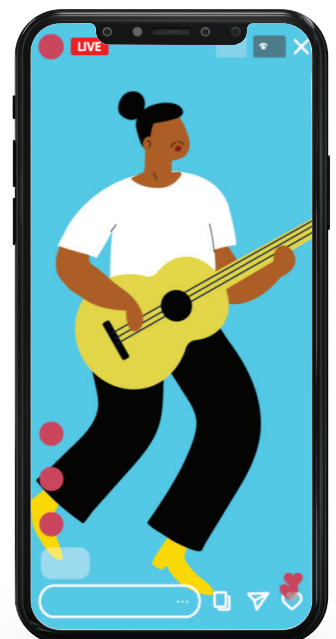
Facebook Stories

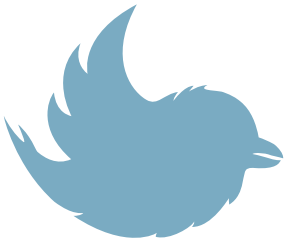
You can also upload content to your stories by clicking the Add to Your Story button on the right sidebar.

Plus, you can watch all your friends' Facebook Stories by clicking on their picture in the Stories section, which is also located on the right sidebar of your home page.

Live Broadcast

Show people all the action while it is happening.





LEARNING TWITTER

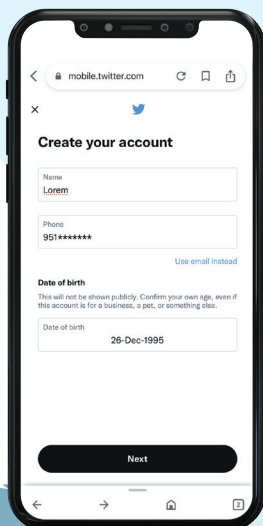
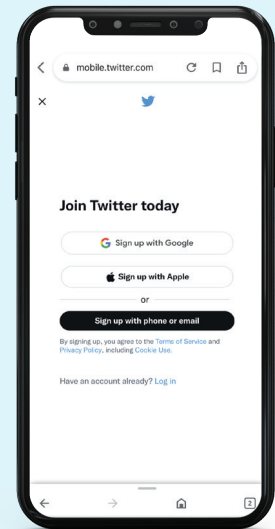
Twitter is a social media site where you can share your thoughts by writing about them in short. You can also share images, videos, articles on your twitter account. Not only that, you can also connect with people around the world and follow them on Twitter.





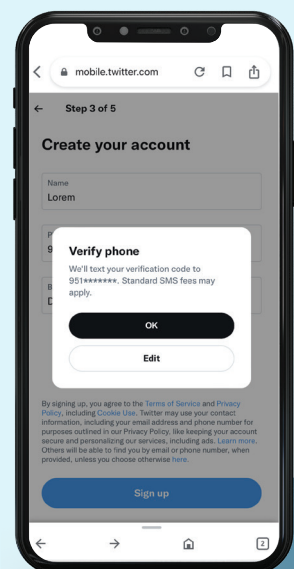
HOW TO CREATE A TWITTER ACCOUNT ?

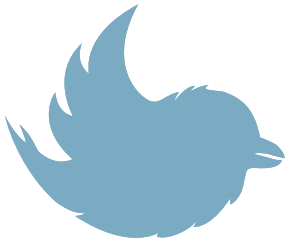
Open <https://twitter.com/> on your browser. Click Sign Up with Phone or email. This will take you to the Twitter sign-up page.



Type your name into the first text box. The name you choose does not have to be your real name, it can be a pseudonym or the name of your Organisation. Type in your phone number in the next text box. If you want to use an email address instead, click the Use email instead link below the phone text box, then enter an email address. Be sure that the email address you enter is the one that you want associated with your account. Next, enter your Date of Birth in the last text box.

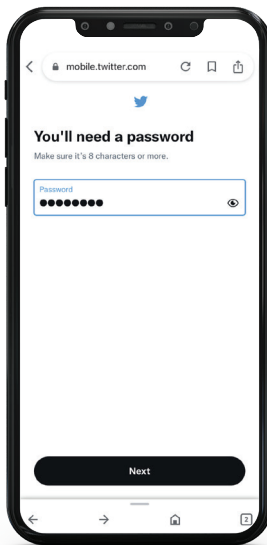
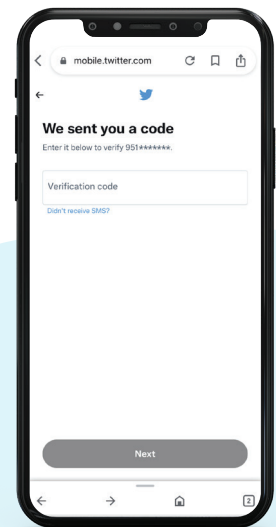
Verify your phone number. If you used a phone number to sign up for Twitter. Skip this step if you used an email address to sign up.





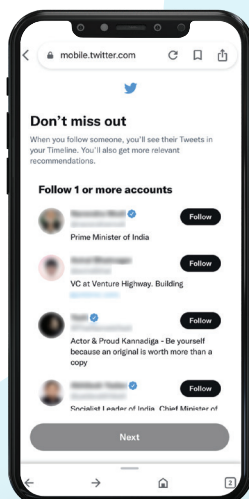
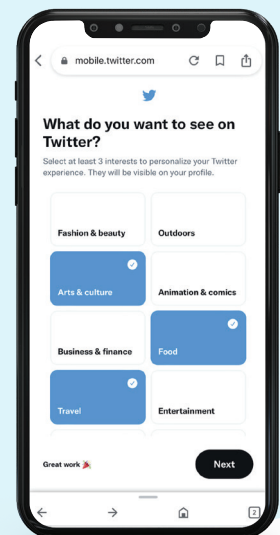
You'll need to verify it by doing the following

- Click ok when prompted.
- Open your phone's messages app.
- Open the text message from Twitter.
- Review the six-digit code in the message.
- Enter the six-digit code into the text box on Twitter.
- Click next to continue



Create a password. Type a password into the text box, then click next to confirm your password.

Select interests. Scroll through the list of topics and click each topic in which you're interested. You can also just click skip for now at the top of the window. If you do this, skip the next step.



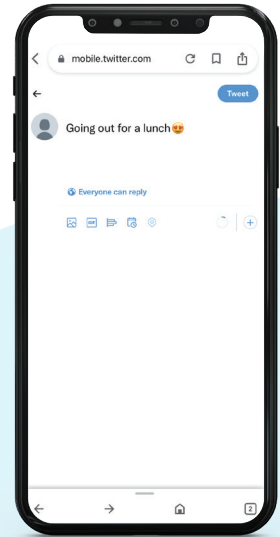
Select people to follow. Check the box next to each recommended account you'd like to follow.



WHAT ARE SOME COMMONLY USED TERMS ON TWITTER ?

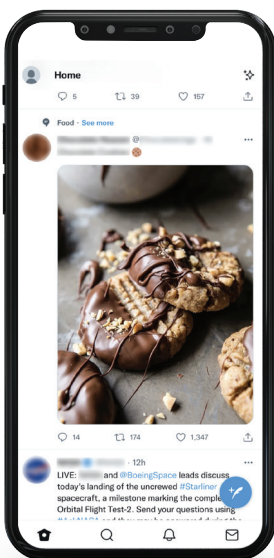
Tweet

To write a piece of content on Twitter is called tweeting and the content is called Tweet. It is only upto 280 characters.



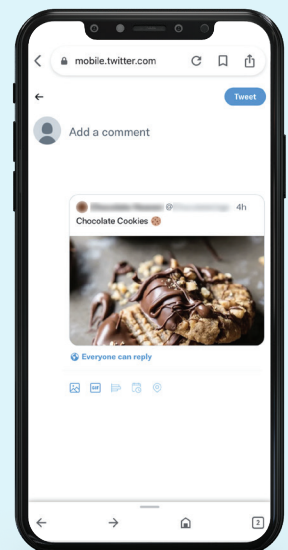
Retweet

To share a tweet posted by another person.



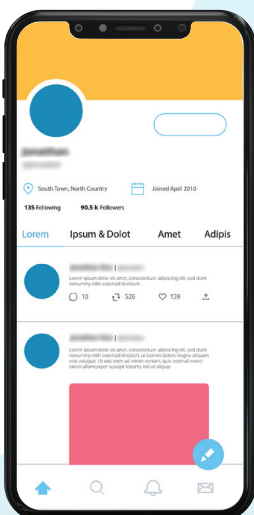
Quote Tweet

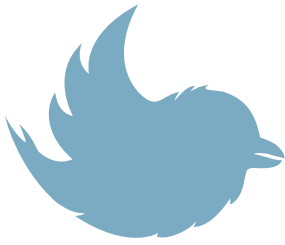
When you quote a tweet you can add a comment below the tweet that you quoted.



Twitter Followers

Users who follow you are your twitter followers.

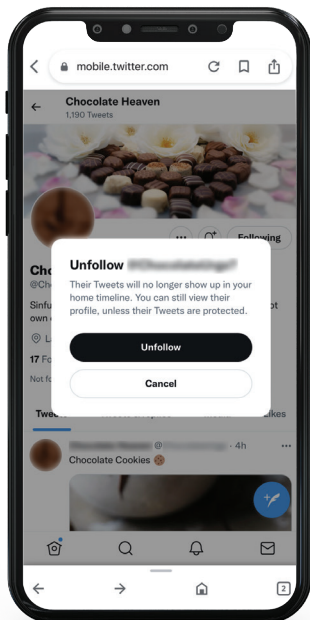




Trending Topic or TT

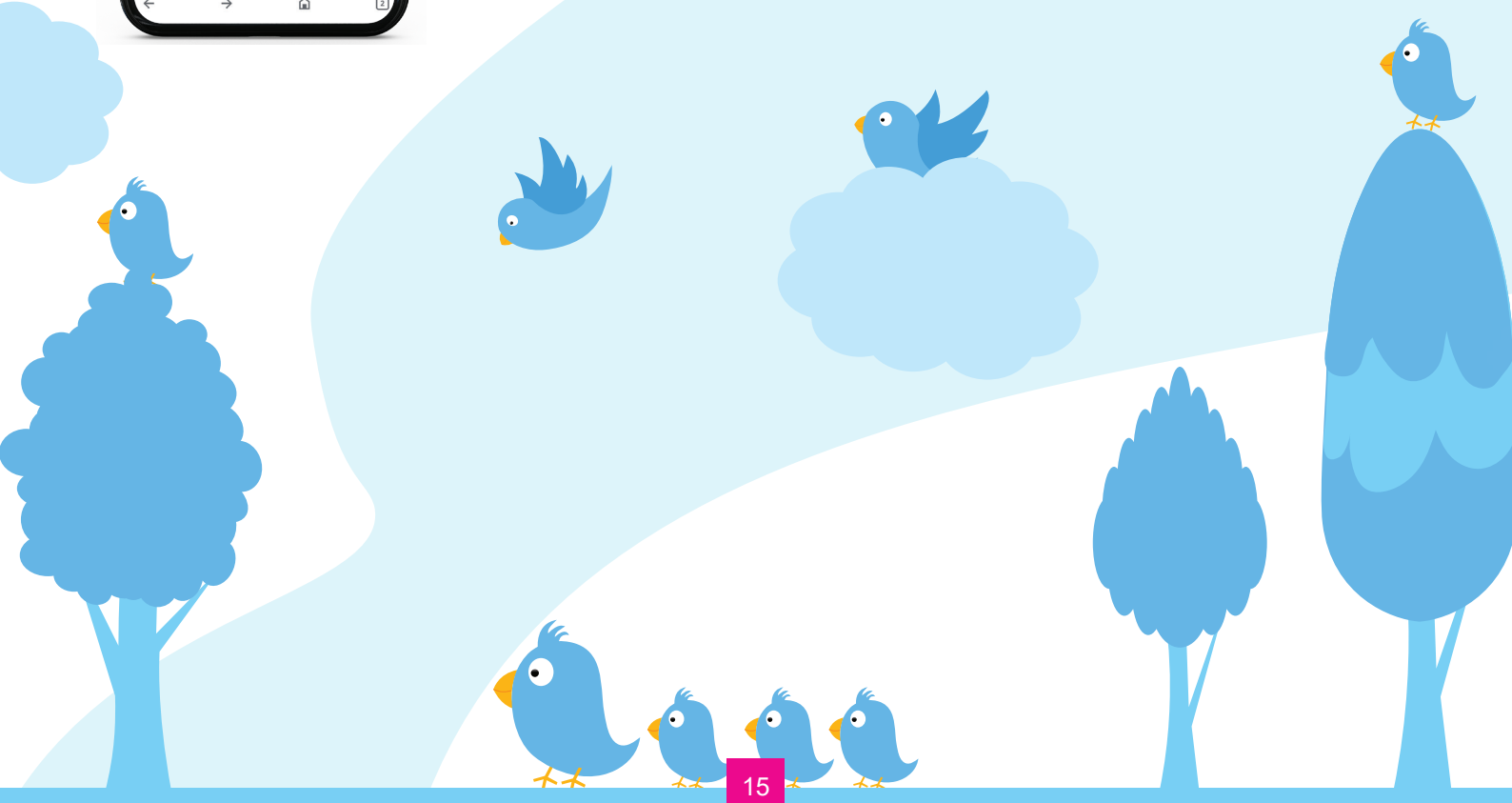
Refers to those topics receiving a lot of comments and attention on the social network in a specific period of time.

Something can be a Trending Topic for just a few days, hours or even minutes.



Unfollow

When a user decides to stop following a particular account



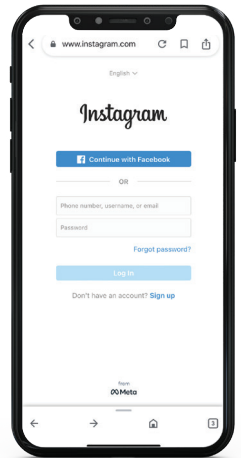
LEARNING INSTAGRAM

Instagram is a social media platform that mainly works with photos and videos shared by users. You can click, record, edit, and publish visual content for your followers and interact through likes, comments, and shares.

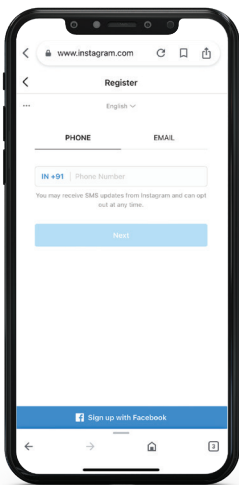


HOW TO SET UP AN INSTAGRAM ACCOUNT ?

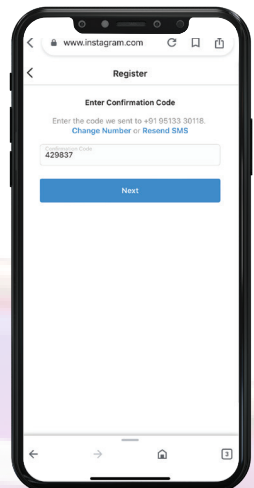
Go to <https://www.instagram.com> on your phone browser, or download the Instagram app from the App Store (iPhone) or Google Play Store (Android).



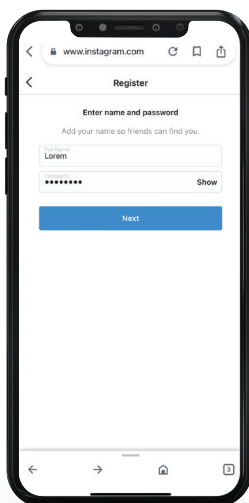
On your phone, click sign up with phone number or email address. Enter your phone number or email address and, then click next. Alternatively, you can also sign up with your Facebook account on the app.



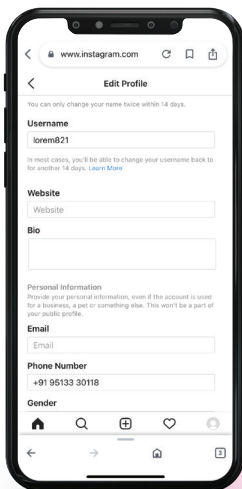
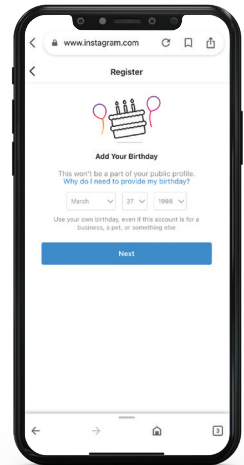
Once you have entered your phone number, a confirmation code will be sent on your mobile number. Enter the confirmation code.



After the confirmation code is verified, you will have to enter your name and password.



The final step is to enter your date of birth.



Once you've filled out your Date of Birth, you will be instructed to fill out your profile info. Then, tap done. If you register with Facebook, you'll need to log into your Facebook account if you're currently logged out.

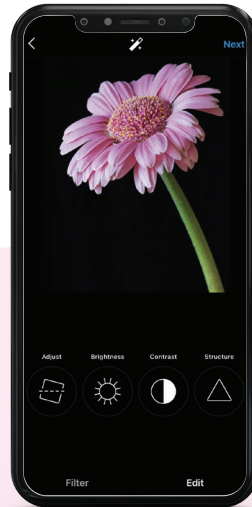
Instagram is a visual platform. It is different from Facebook and Twitter, both of which use text and pictures. Instagram is for people who love to click and share photos and videos with their audience.



HOW TO SHARE ON INSTAGRAM?



Click the “+” icon in the top right corner of your screen.



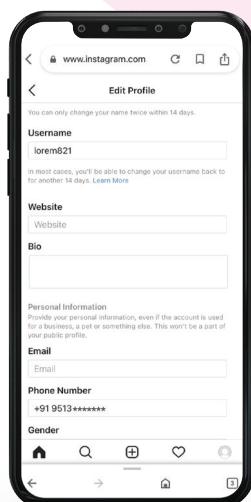
Here, you have three options. One, you can look through your Photos library on the phone or you can take a new picture within Instagram, or you can take a new video.



Next, you can edit your image using the filter and edit option. Instagram automatically shows you the filters first. You can choose from many different filters to apply to your image.



When you're happy with your edited image, click next in the top right.

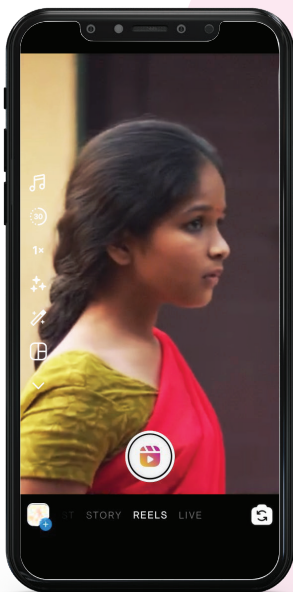


Now, you can add a heading called the caption, tag people, and add a location. Additionally, click the button beside Facebook or another linked social media account to share your image on that platform, as well. When you're ready to publish, click share in the top right.

INSTAGRAM STORIES, REELS AND IGTVS

Stories

on Instagram are a type of temporary short content that stays for upto 24 hours. You can share photos, videos, text etc. under these.

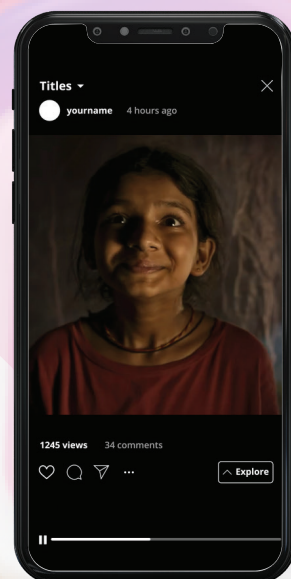


Reels

are small videos of 15-60 seconds on Instagram where you share your videos that are funny, emotional, quick and leave you feeling happy.

IGTV

is the format of Instagram TV where you can create and share large videos of upto 60 minutes at a time.

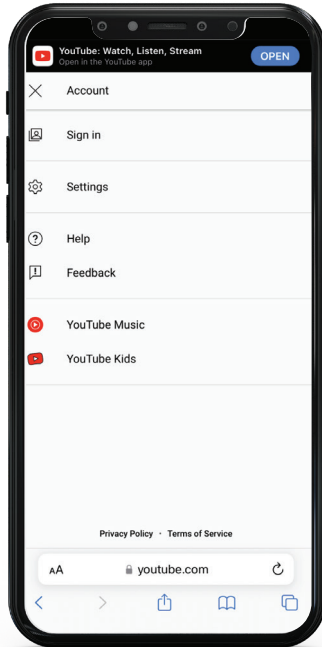


LEARNING YOUTUBE

YouTube is a video sharing platform where users can watch, like, share, comment and put up their own videos. You watch YouTube on your computer, laptops and mobile phones.



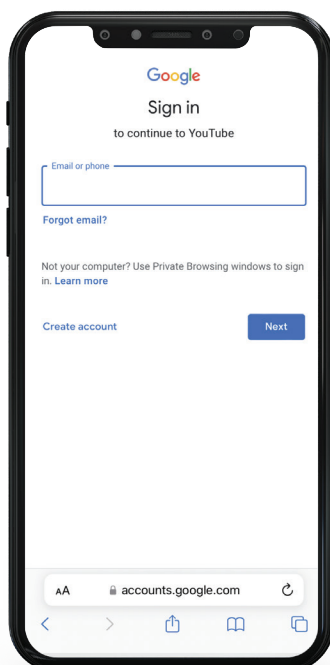
HOW TO GET STARTED ON YOUTUBE ?



Head to YouTube.com

Click 'Sign In'

Now, choose the option to create a Google account



Follow the steps to create your Google account

Once you are signed in you can create a YouTube Channel





You can use YouTube to watch videos posted by others. There are videos on various topics that include travel, cooking, education, dance, music, TV shows etc. It is a new generation TV that works on your mobile. If you love to shoot videos then you must share them on your YouTube channel.



HOW TO UPLOAD VIDEOS ON YOUTUBE ?

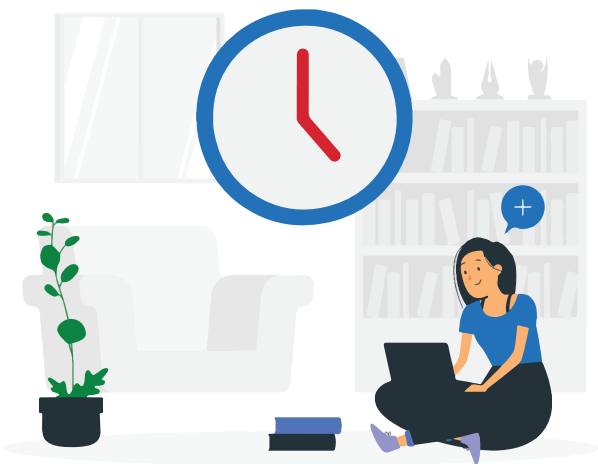
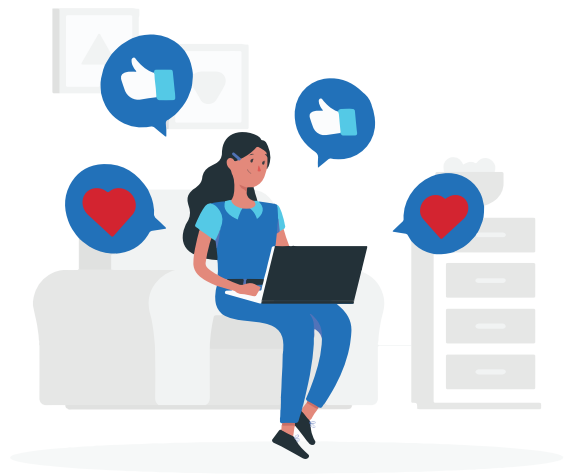


- ▶ Navigate to YouTube.com in your mobile browser.
- ▶ Make sure you are logged in.
- ▶ Click the Create ('+' sign) at the bottom of the screen.
- ▶ In the drop-down menu, click upload video.
- ▶ YouTube will ask permission to access your phone gallery. Once you allow the access of the gallery, you can choose the video for the upload.
- ▶ After selecting the video, the video upload page should appear. You can enter information like the name and description of the video.
- ▶ Choose what level of visibility you want for the video. Everyone can see a public video, but you can also make it unlisted, private, or scheduled, which means it won't go live until a later date.

HOW TO GO VIRAL ON SOCIAL MEDIA?

KNOW YOUR AUDIENCE

Post according to their likes and dislikes. If your audience likes to watch dance reels, you must create fun and interesting dance reels on instagram.

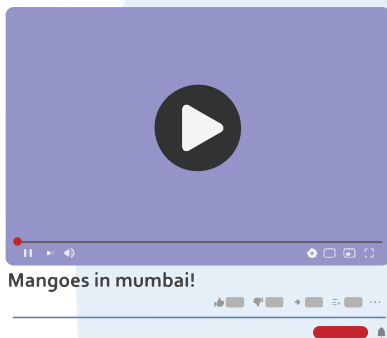


POST AT THE CORRECT TIME

When most of your audience is online. For example, if you get maximum likes when you post at 5 p.m., then you should try to post around 5 p.m. and increase your chances of reaching a new audience.

CHOOSE THE RIGHT PLATFORM

If you like text, then you should post on twitter but if you enjoy posting photos and videos, you must create an instagram account.

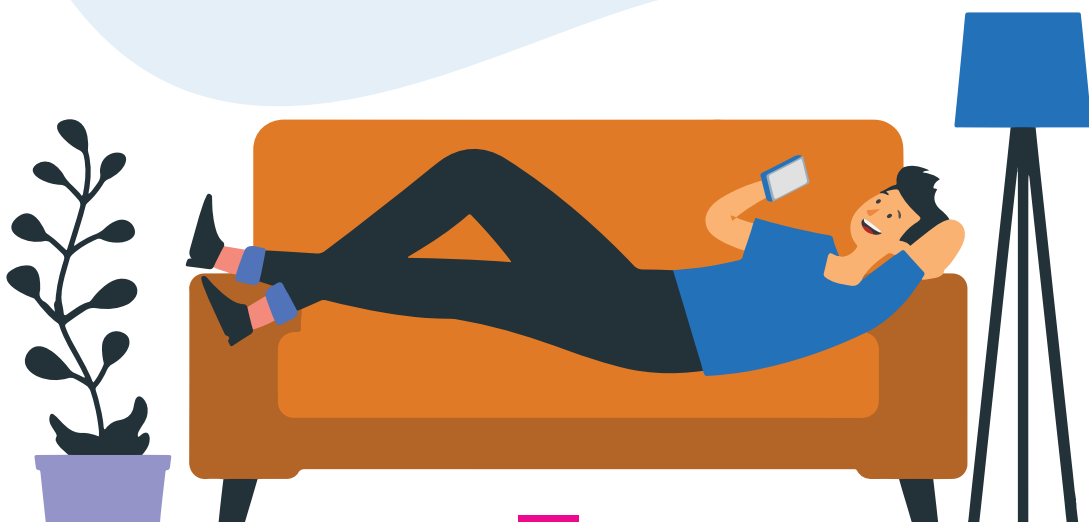


ADD CATCHY TITLE

Imagine if you were searching about mangoes in mumbai and you found a video about mangoes in mumbai, you are going to click and watch it. This is the power of a strong title, it attracts people to your content.

BE FUNNY AND INTERESTING

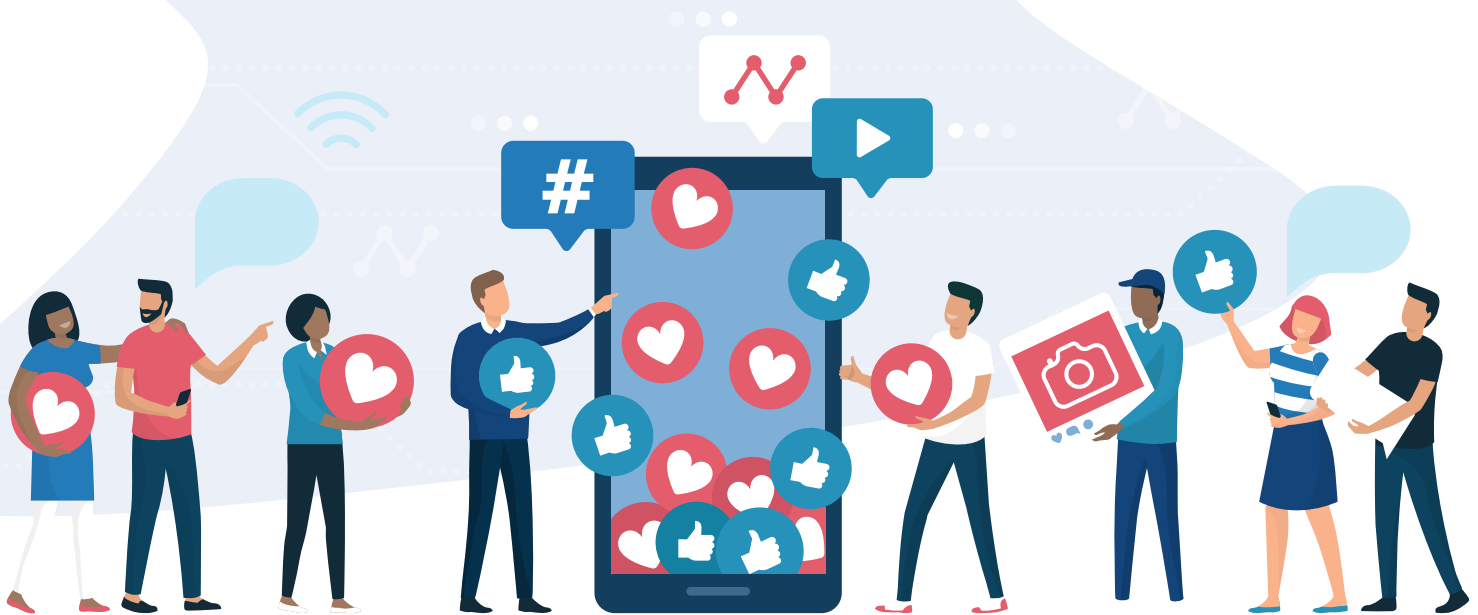
Show your funny side and make people smile, laugh and have fun through your content. People enjoy watching such content.





BE DIRECT

When sharing information through your content on social media.
It is important to keep it to the point and direct.



KEEP YOUR AUDIENCE IN MIND

Your audience may like both text and pictures as a content, in such a case, share your stories through facebook posts which contain both. For example, if you want to talk about how your exam was, you can discuss it through an article and images and post it on Facebook for your followers to see.



POST CORRECT INFORMATION

Stay away from false sources of information.



KEEP YOUR TONE RIGHT

by being friendly, direct and interesting for your audience.



DIGITAL SECURITY



Sometimes even when you are careful on social media, it is possible to have bad experiences with people online. They may say or do hurtful things that can harm us directly and indirectly. This is called trolling and in such a case, it is important to know how to report them online.



REPORT:

You can report a hurtful comment or post on Facebook, Twitter, Instagram and YouTube.

BLOCK:

You can also block the user if he/she is creating troubles for you and posting comments that bother you or others you know.

IGNORE:

The last option is to ignore the person if it is just a minor issue.



SOME TIPS TO CONDUCT YOURSELF ON YOUR SOCIAL MEDIA

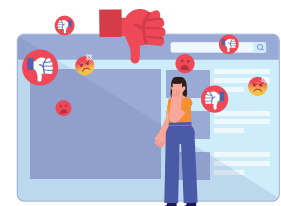


Don't post about the personal matters of others without permission.



Don't post anything that can hurt others directly.

Don't post anything in a disrespectful or angry tone.





Always post true information that can be verified.

Stay away from unnecessary trends and don't post anything you don't like to see yourself in.



Correct any factual misinformation that you may have posted.

Stay calm when someone posts an angry or aggressive post. Don't spread hate.



Before posting anything, always ask yourself if you would say it in person. If not, avoid writing it.



WHAT CAN YOU DO TO HANDLE TROLLS AND SOCIAL MEDIA ABUSE ?

If you spot a troll in your timeline, remember not to reply. There is no use replying or engaging with them because they follow a pattern. Sometimes, other trolls would attack you once you respond to one. Or else, you can block them so you can no longer see them on our timeline.



It is also a positive social behaviour to report them or their post, so that they will stop from doing it again. Social media platforms want users like us to report or block accounts or posts for harassment. The account being reported will not know who filed the report.

HOW TO REPORT ABUSIVE CONTENT?

On Facebook, a post can be reported by clicking on the 3 dots on the upper right corner of the post. For the account, the 3 dots can be found on the bottom right of the cover photo. A user will then need to choose why a post is worth to be taken down by facebook.



On Twitter, an account or a tweet can be reported if they are:

1

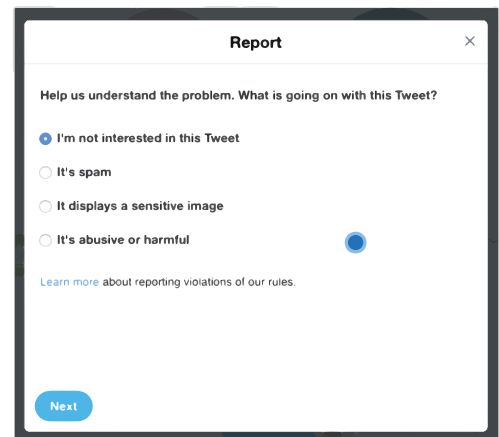
Suspicious or
a spam

2

Abusive or
harmful

3

Expressing
intentions of
self-harm



4

Pretending to
be someone
else

5

Displaying
abusive or hateful
tweet on their
profiles

6

Posting hateful
tweet



On Instagram, a post can be reported by clicking on the 3 dots on the upper right corner of the post. For the account, the 3 dots can be found beside the account name. A post can be reported if it shows:

1
Nudity

2
Hate speech

3
Violence

4
Sale of illegal goods

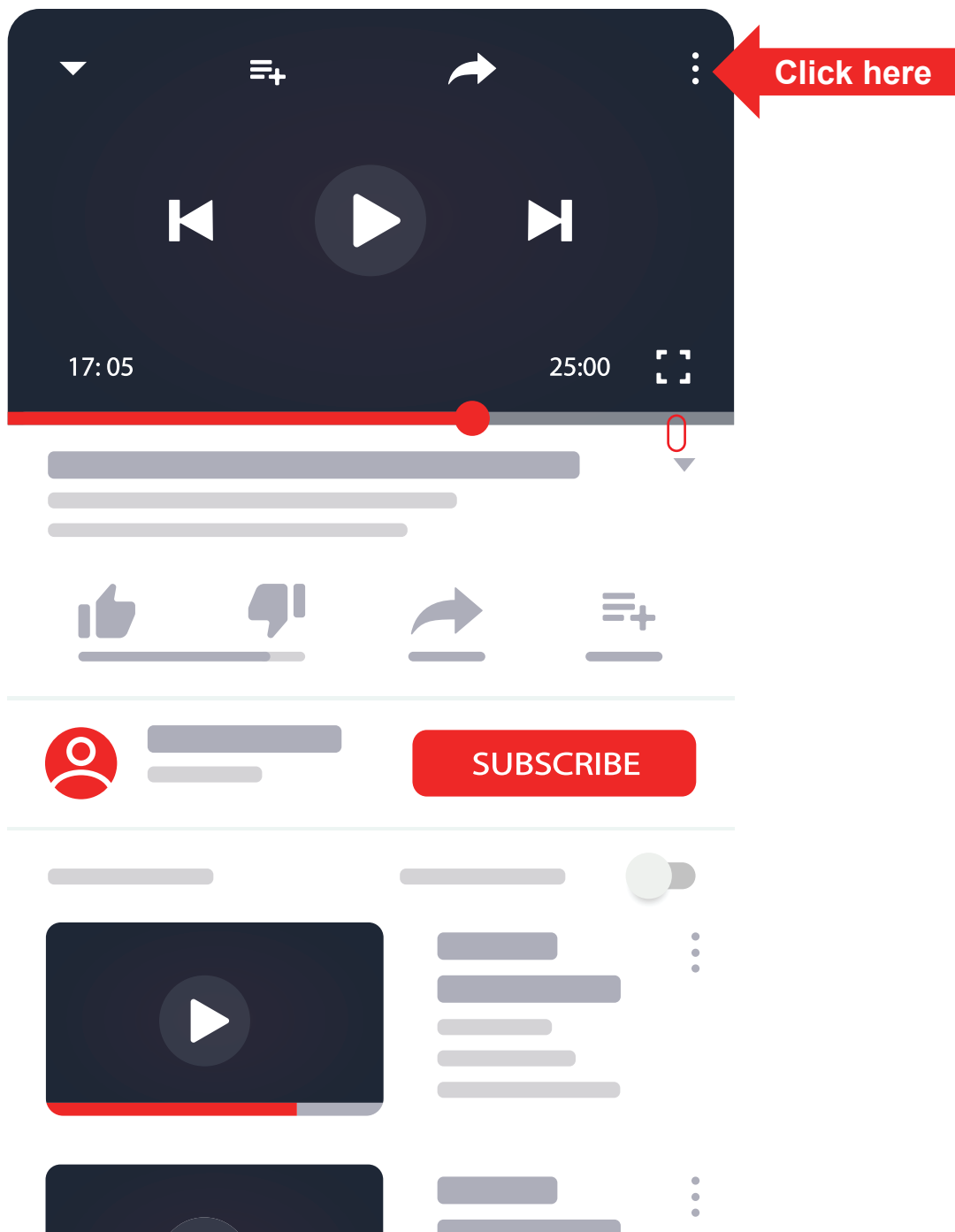
5
Bullying or harassment

6
Scam or fraud

7
False information



On Youtube, videos can be reported by clicking on the 3 dots on the top of the video then tapping the flag to report.



Having learnt the basics of social media,
you can now build positive campaigns
and post them on your social media
accounts.



EXERCISE: SOCIAL MEDIA

**CREATE A SERIES OF SOCIAL
MEDIA POSTS RELATED TO A
TOPIC OF YOUR CHOICE AND
POST THEM ON YOUR FACEBOOK
OR INSTAGRAM ACCOUNT.**

**TRY TO TAG YOUR FRIENDS ON
ALL POSTS.**

**SUBMIT THE SCREENSHOT OF THE POST AT
DIGITAL.MITRA@PLANINDIA.ORG**

About Plan India

Plan India is a nationally registered not for profit organisation striving to advance children's rights and equality for girls, thus creating a lasting impact in the lives of vulnerable and excluded children and their communities.

Since 1979, Plan India has improved the lives of millions of children, girls and young people by enabling them access to quality education, healthcare services, protection, a healthy environment, livelihood opportunities and participation in decisions which affect their lives.

Plan India is a member of the Plan International Federation, an independent development and humanitarian organisation that advances children's rights and equality for girls. Plan International works in more than 75 countries worldwide.



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