

Karen Klausen

Be Digital

Live Web Conference
Thursday 12 November, 2020, 16:00-18:25 CET
Adobe Connect Platform
More info: <https://be-digital-project.eu/events>

12



Project number: NPAD-2019/10104
12. November, 2020

Continuous feedback on the curriculum

How the use of exit ticket surveys after each session contributed to quality improvement throughout the training program and valuable information for adjustments for the curriculum

Who were the trainers?

Karen Klausen

Erling Roghaugen



Who were the participants?



We started out with 12 people, and ended up with 8 regulars. One man and many women. Many had companies, and some were at the idea stage

Communication throughout the course



Be Digital social media class

🔒 Private group · 16 members



+ Invite

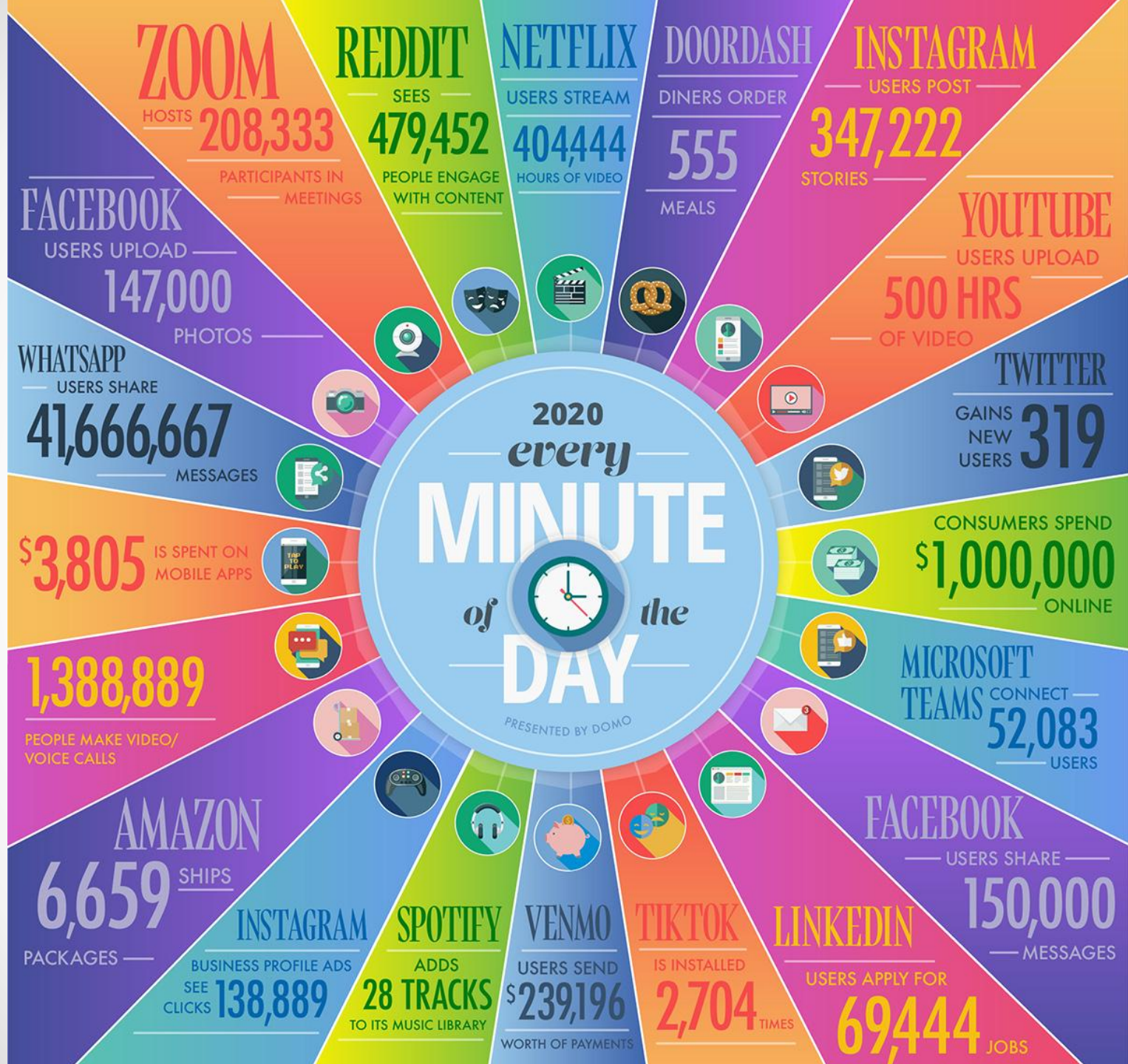
What our course covered

- 07. Oct - Introduction and What is social media
- 14. Oct - Ethics, fake news and GDPR
- 21. Oct - Strategy and planning of SoMe
- 28. Oct - Communication on SoMe & Influencers
- 04. Nov - Practicing the use of new skills

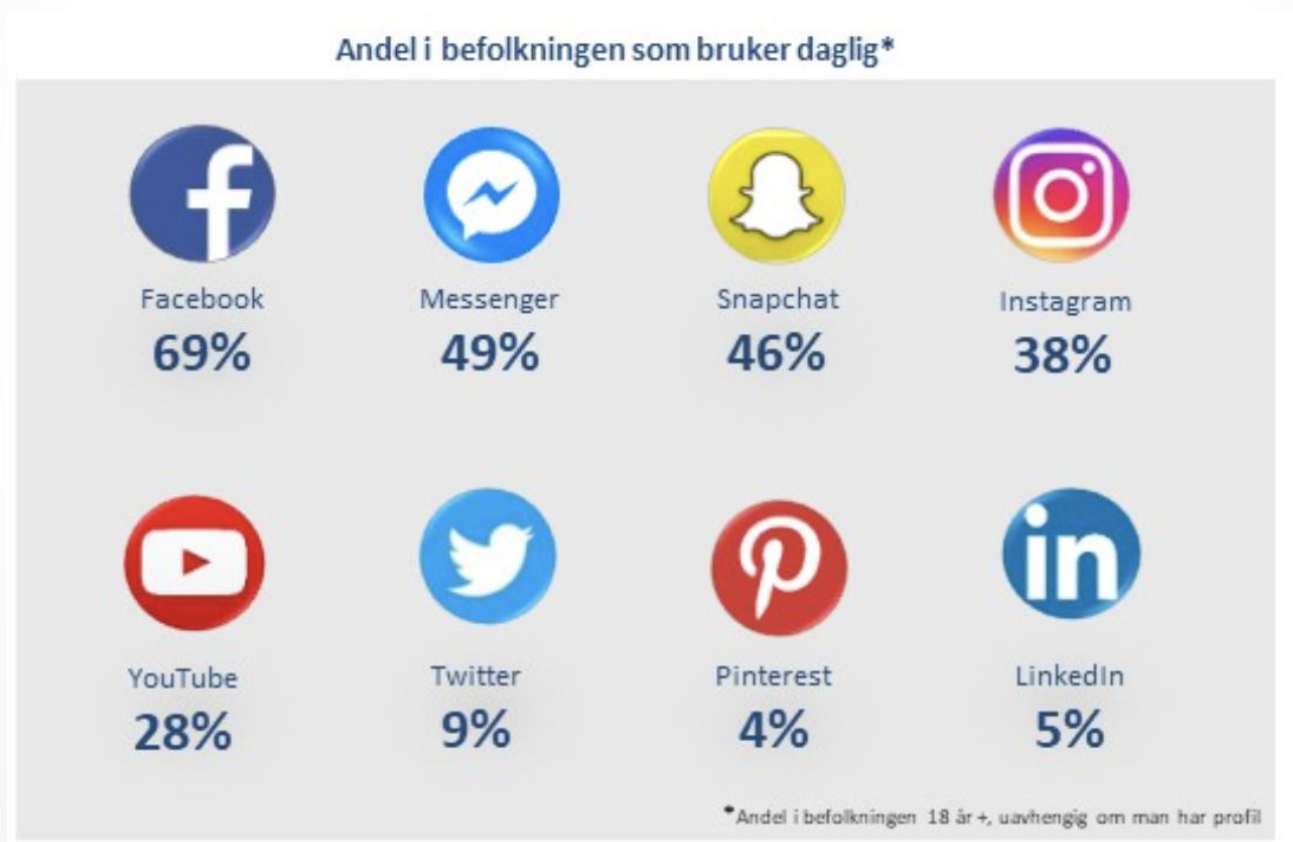
Each class was 3 hours with teaching, discussion, and group-work

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Ipsos SoMe-tracker Q2'20



Ipsos SoMe-tracker Q2'20



Facebook i Norge Q2 2020

IPSOS SOME

TRACKER Q2'20

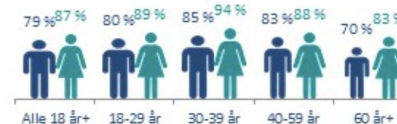


3 542 000 HAR PROFIL (83 %)

48%

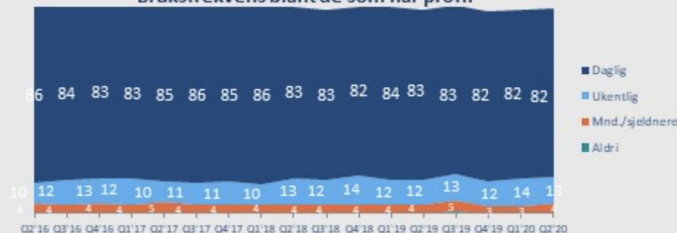


52%

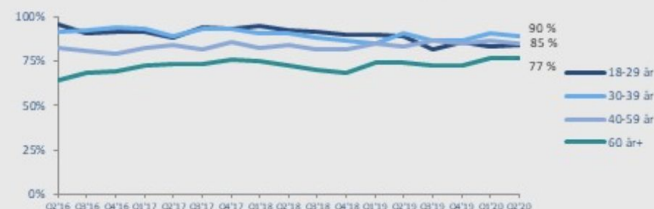


Andel som har profil, fordelt på kjønn og alder i befolkningen

Bruksfrekvens blant de som har profil



Andel som har profil per aldersgruppe



De i 30-årene er også dette kvartalet aldersgruppen hvor størst andel, 9 av 10, har profil på Facebook



Andelen som har profil på Facebook er stabil, og andel daglig bruk er på nivå med første kvartal 2020.



Småbarnsfamilier er aktive brukere av Facebook, 9 av 10 som er i småbarnsfamilier og har profil bruker daglig.



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Ipsos SoMe-tracker Q2'20



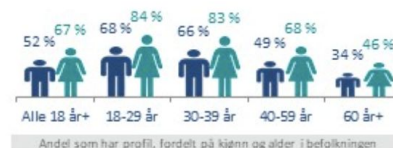
Instagram i Norge Q2 2020

IPSOS SOME

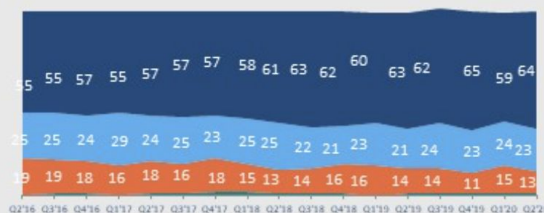
TRACKER Q2'20



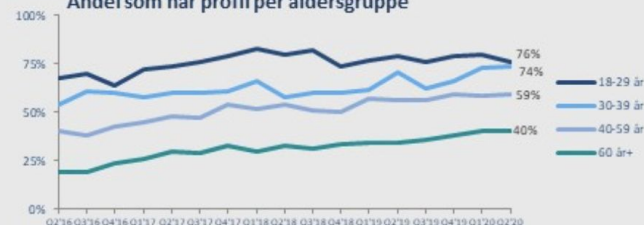
2 525 000 HAR PROFIL (59 %)



Bruksfrekvens blant de som har profil



Andel som har profil per aldersgruppe



2 av 3 brukere bruker Instagram daglig.
Blant unge kvinner under 30 år bruker 66% Instagram flere ganger om dagen.



Blant kvinner under 30 år med profil på Instagram, svarer 1 av 5 at de følger aktører innen «Dagligvare» på Instagram.



1 av 4 brukere som er i småbarnsfamilie følger aktører innen «Barn og Familie» på Instagram



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Exit Ticket Day 1



Exit Ticket Day 1

Før du går i dag, vennligst gi en rask tilbakemelding på dagens innhold. Dette er anonymt, og brukes til å forbedre innholdet i kurset.

***Required**

Hva er sosiale medier - nytt? *

Tema var nytt for meg (medier som finnes)

1 2 3 4 5

Jeg kunne dette fra før

☐ ☐ ☐ ☐ ☐

Jeg lærte mye nytt

Hva er sosiale medier - nyttig? *

Tema var nyttig for meg (medier som finnes)

1 2 3 4 5

Ikke nyttig

☐ ☐ ☐ ☐ ☐

Veldig nyttig

Hvem bruker sosiale medier - nytt? *

Tema var nytt for meg

1 2 3 4 5

Jeg kunne dette fra før

☐ ☐ ☐ ☐ ☐

Jeg lærte mye nytt

Hvem bruker sosiale medier - nyttig? *

Tema var nyttig for meg

1 2 3 4 5

Ikke nyttig

☐ ☐ ☐ ☐ ☐

Veldig nyttig

En viktig ting du lærte i dag

Your answer

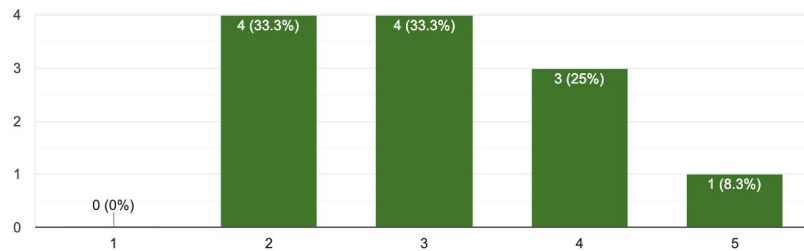
Noe som du ikke likte i dag?

Your answer

Results for exit ticket

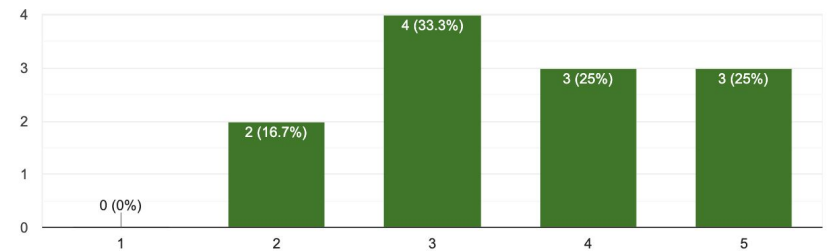
Hva er sosiale medier - nytt?

12 responses



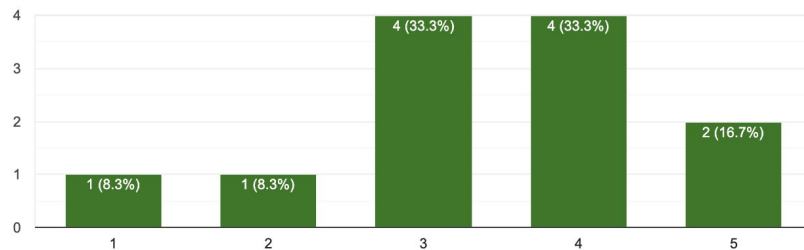
Hva er sosiale medier - nyttig?

12 responses



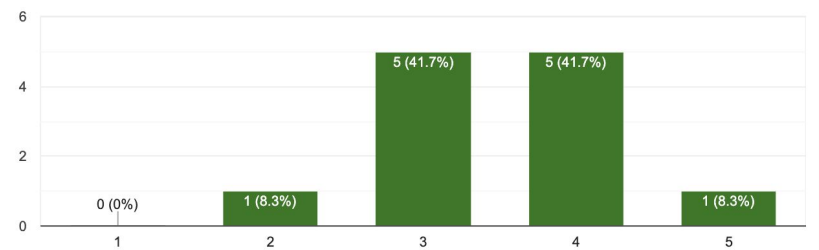
Hvem bruker sosiale medier - nytt?

12 responses



Hvem bruker sosiale medier - nyttig?

12 responses



Class 2 - Fake news, GDPR and strategy



Quiz about fake news

1 → Hvilken av disse overskriftene har størst potensial for å være en falsk sak? *



☐ A «Søkte om KRISEHJELP på NAV – fikk PANTELAPP på 2 kr av DE ANSATTE!!»

☐ B «Vil gi tre barn 100.000 i oppreisning – kommune brøt barnevernloven.»

☐ C «Disse bruktbilene er tøffest å få solgt som privatperson»

GDPR and the laws that govern marketing



Strategic planning

Defining what you want overall for your business

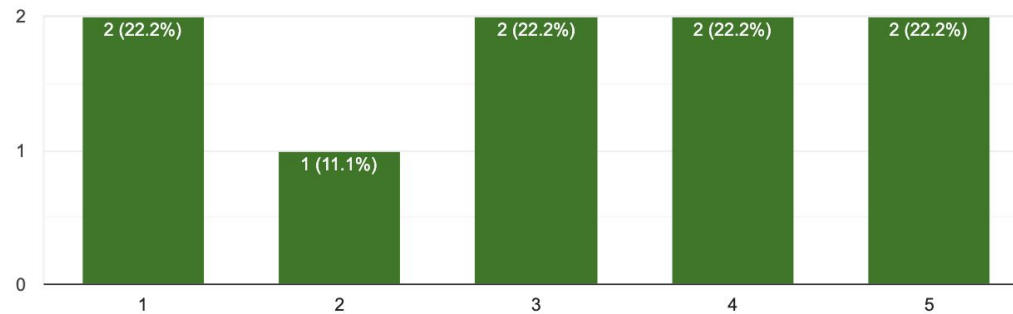
- **Vision and values**
- Market
- Target group
- SMART goals
- Performance targets
- Activity goals



Exit Ticket Day 2

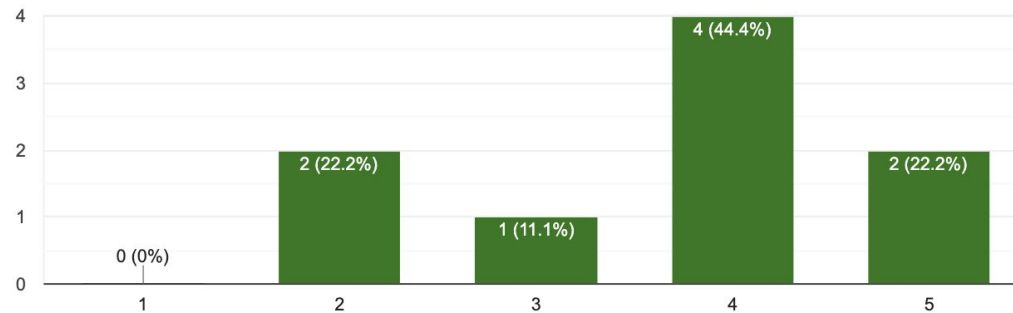
Fake News - nytt?

9 responses



Fake News - nyttig?

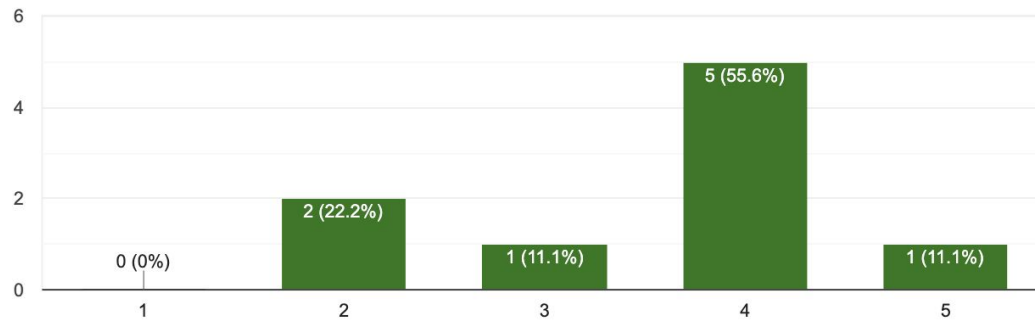
9 responses



More results

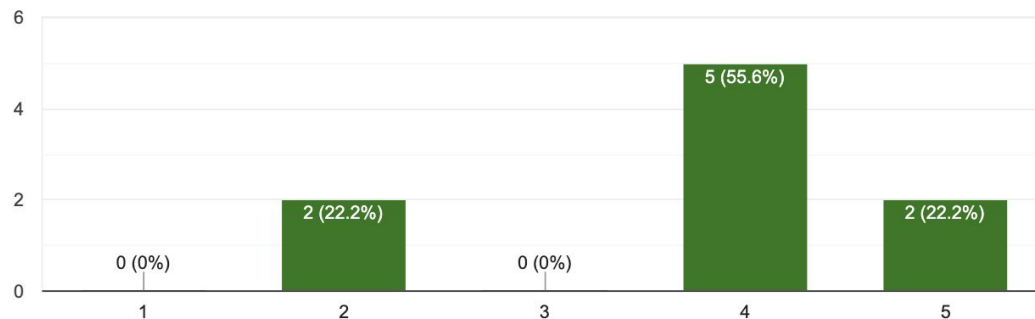
GDPR og markedsføringslov - nytt?

9 responses



GDPR og markedsføringslov - nyttig?

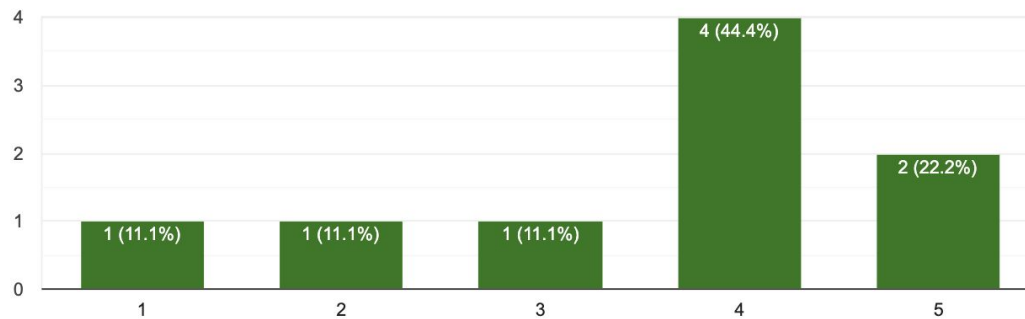
9 responses



More results

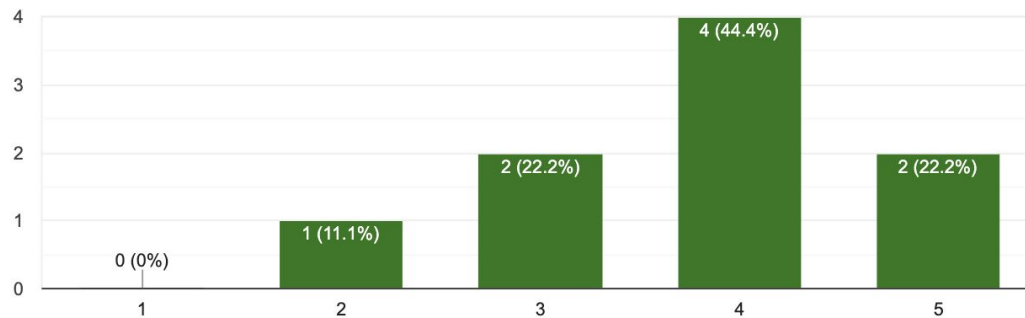
Overordnet strategi - nytt?

9 responses



Overordnet strategi - nyttig?

9 responses



Class 3 - Strategy, SWOT and communications



Strategic planning

Defining what you want overall for your business

- Vision and values
- Market
- Target group
- SMART goals
- Performance targets
- Activity goals



Market



SMART

Make your **SMART** goals:

SPECIFIC



MEASURABLE



ACHIEVABLE



REALISTIC



TIME-BOUND





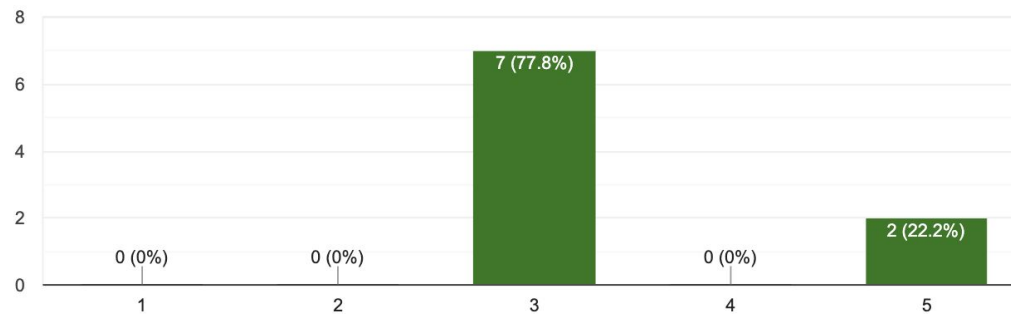
Communicating on SoMe



Exit Ticket Day 3

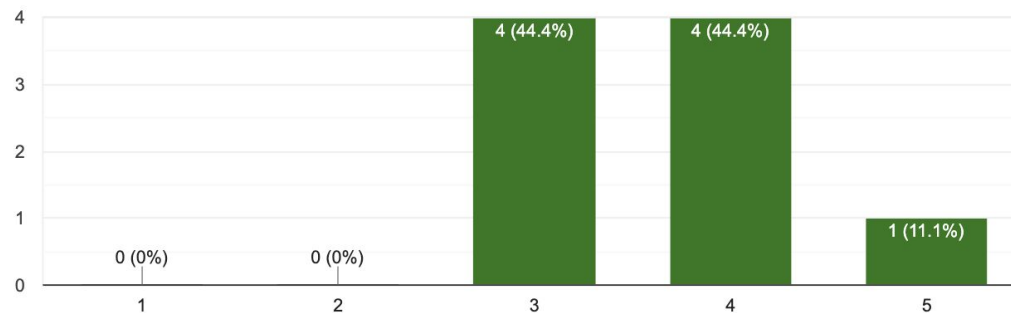
Overordnet strategi - nytt?

9 responses



Overordnet strategi - nyttig?

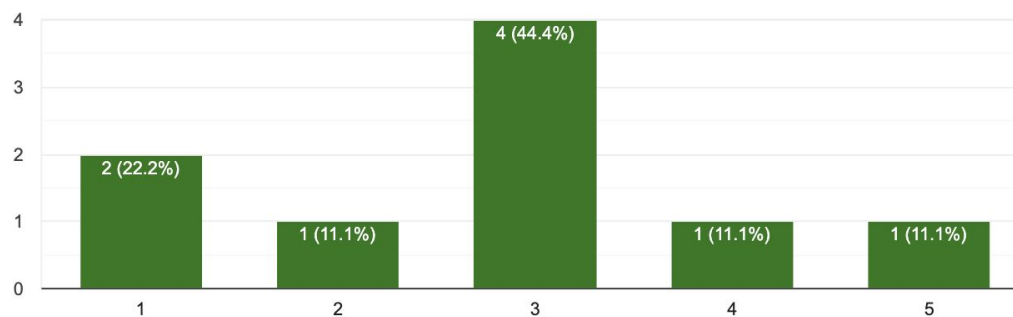
9 responses



More results...

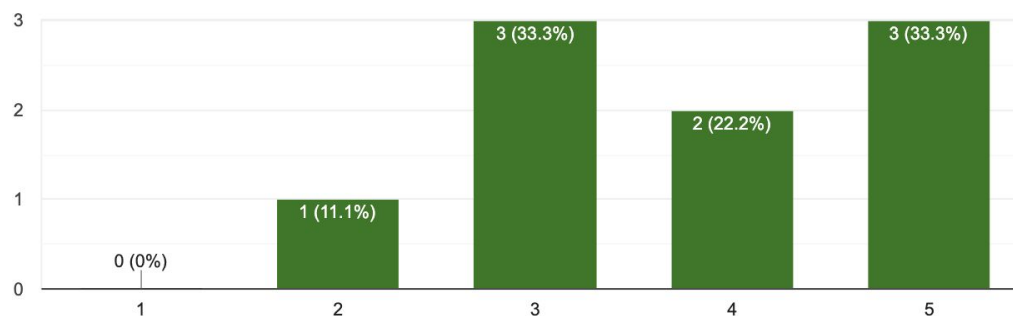
SWOT analyse - nytt?

9 responses



SWOT analyse - nyttig?

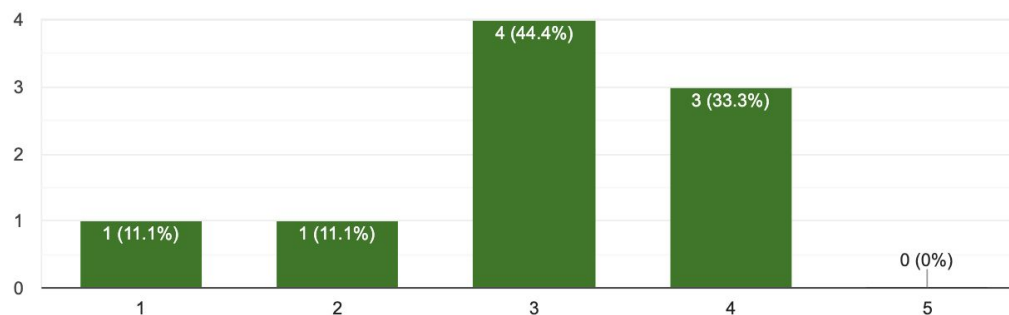
9 responses



More results...

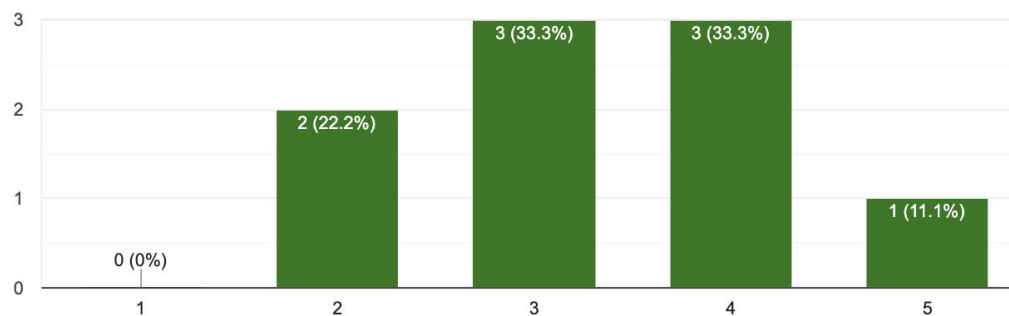
God kommunikasjon på SoMe - nytt?

9 responses



God kommunikasjon på SoMe - nyttig?

9 responses



Class 4 - Communicating, Instagram content and Influencers

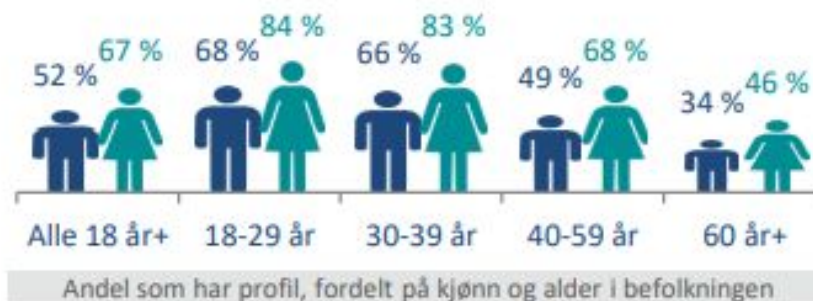
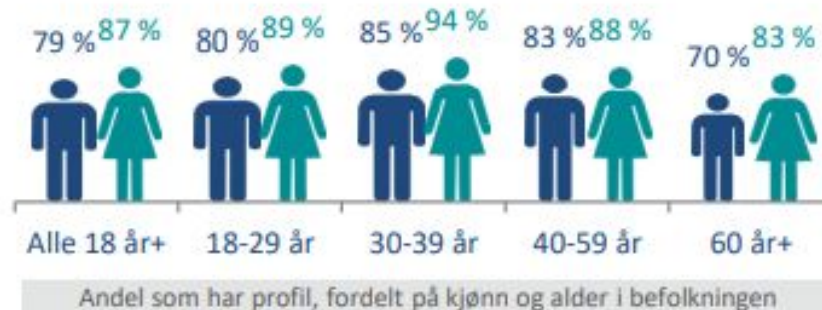


Communicating on SoMe

1. Be where the target audience is
2. Produce engaging content
3. Measure results
4. Evaluate

Use SoMe as a tool

Be where your audience is



Produce engaging content



theglobewanderer



Tag your adventure buddy to see this awesome video! Have you tried this?



beautifuldestinations

Milan, Italy



Buon giorno, Milano! Who else is dreaming of a getaway here? Tag who you're taking with you!

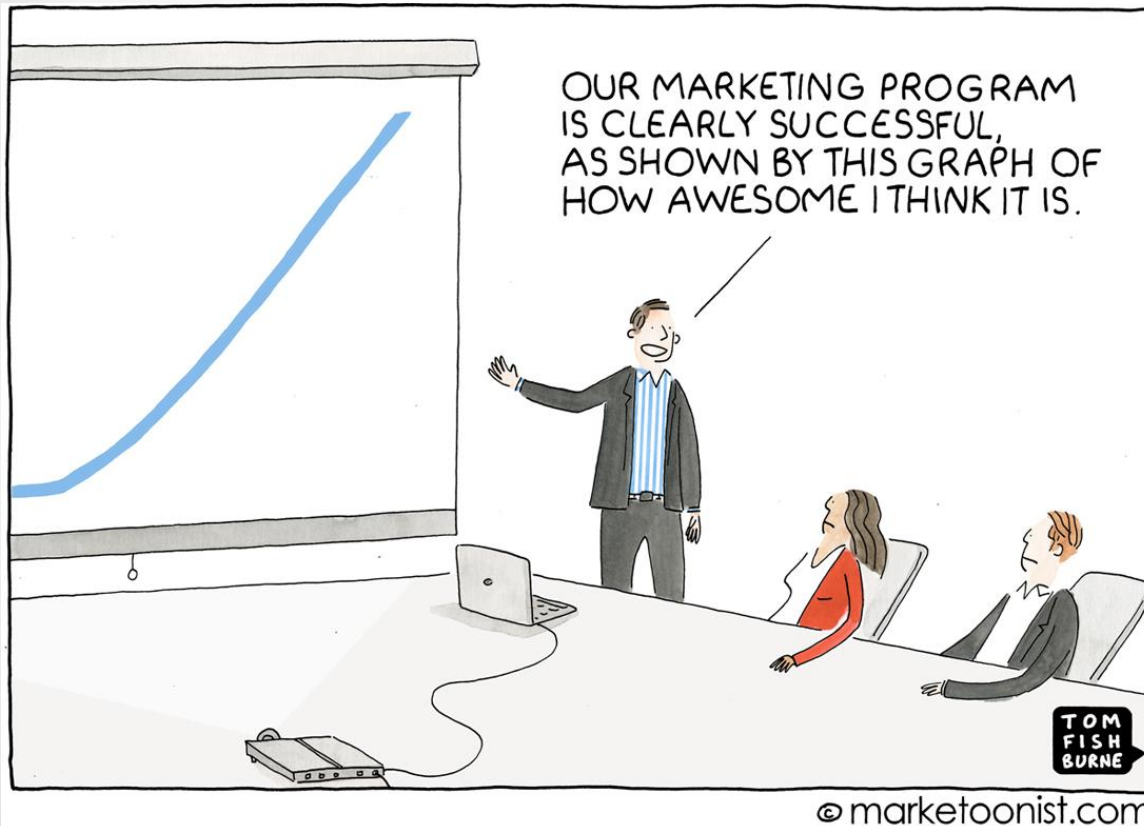


utno

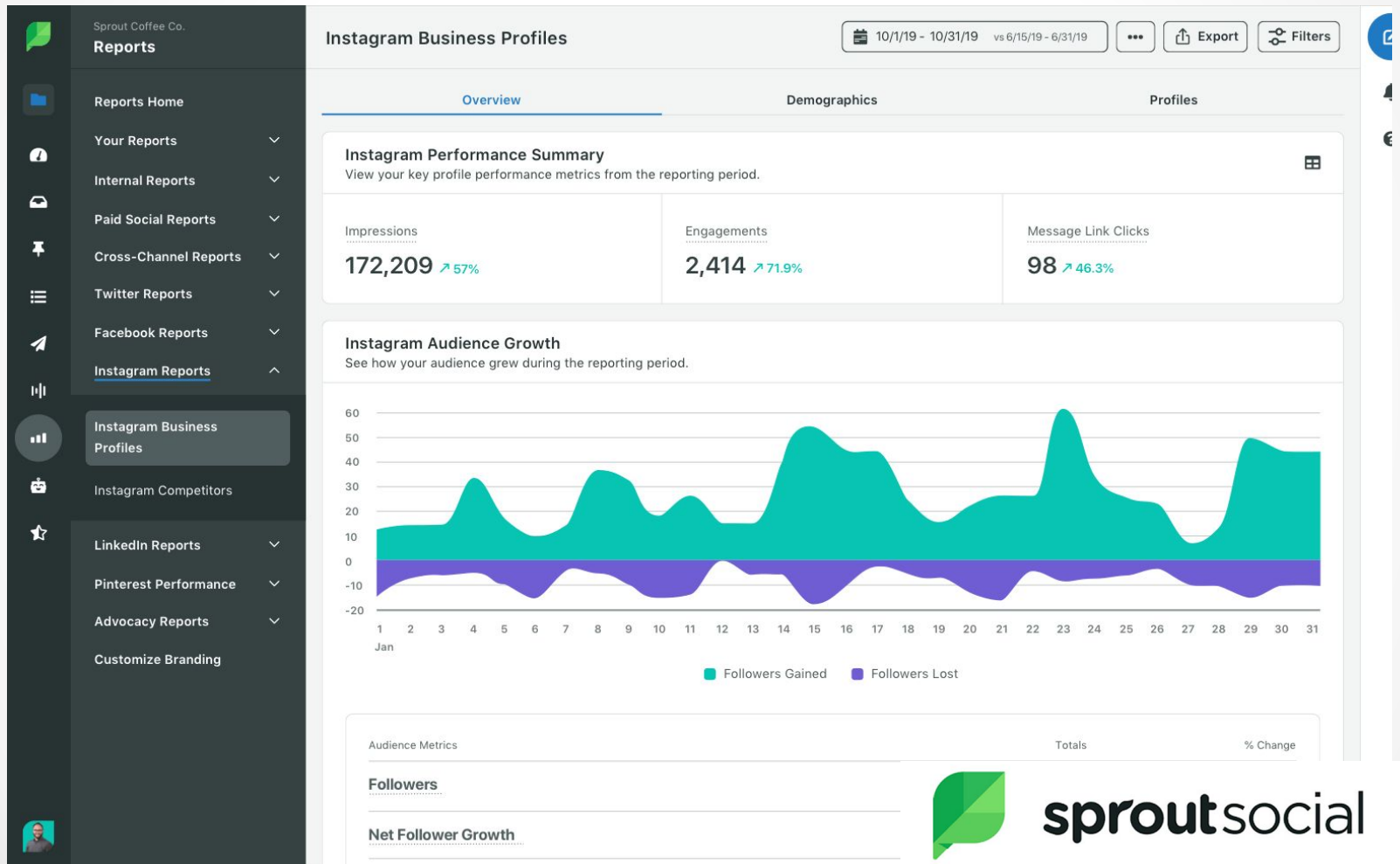


Kiellandbu har kanskje Norges mest fotograferte hytteutsikt? Det er ikke rart når det er så vakkert 🥰

Measuring your results



Evaluating



Influencers

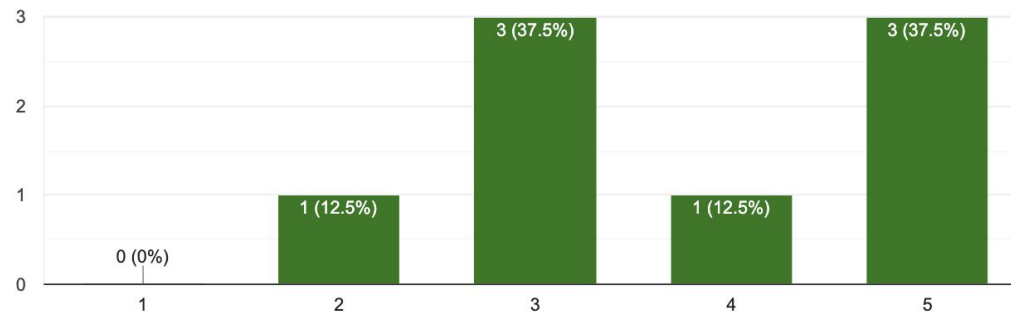
A guest lecturer, Martha Simonsen, had a lecture on the use of influencers in marketing your company



Exit Ticket Day 4

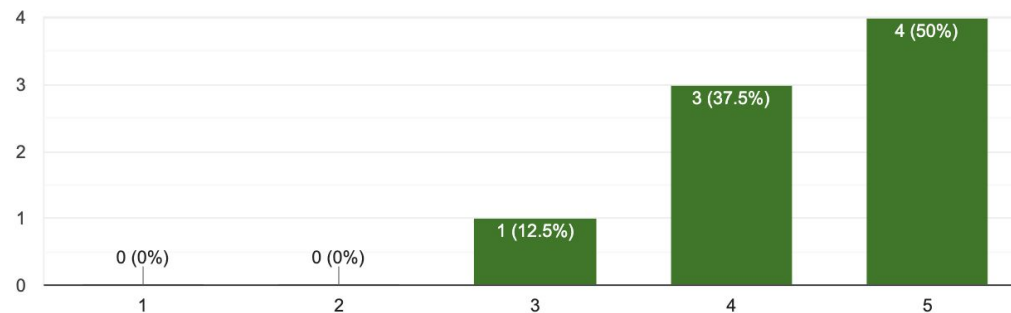
God kommunikasjon på Instagram - nytt?

8 responses



God kommunikasjon på Instagram - nyttig?

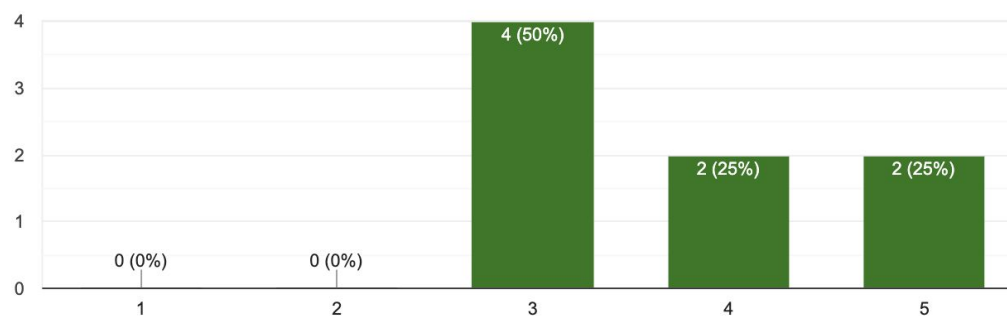
8 responses



More results...

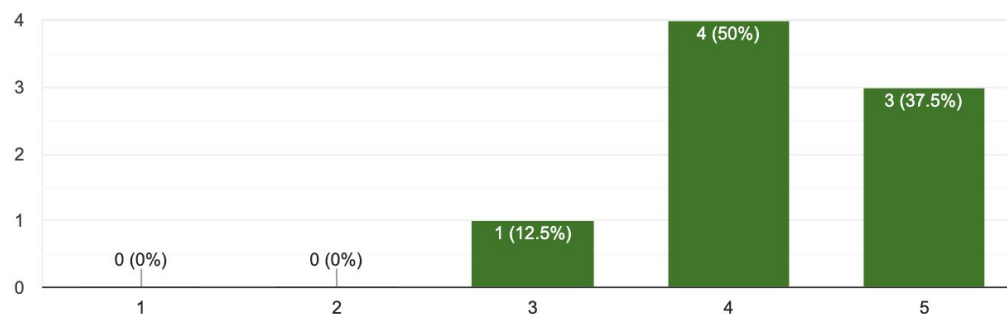
Påvirkningsstrategi - nytt?

8 responses



Påvirkningsstrategi - nyttig?

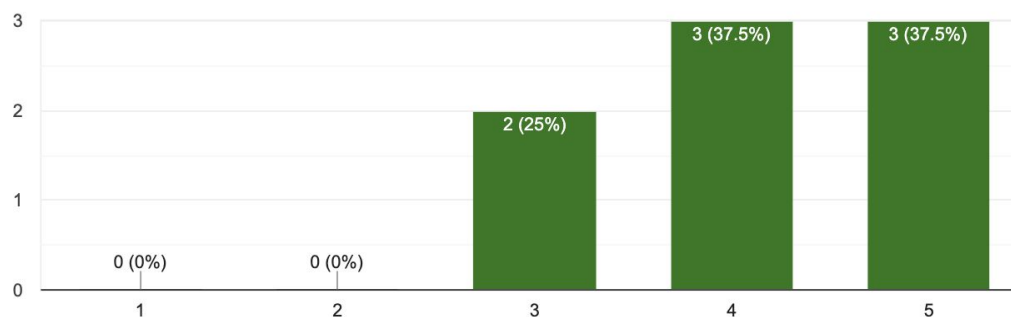
8 responses



More results...

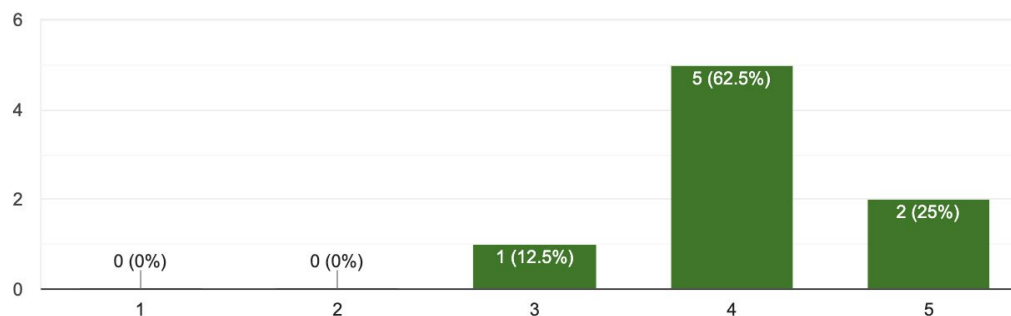
Influensere - nytt?

8 responses

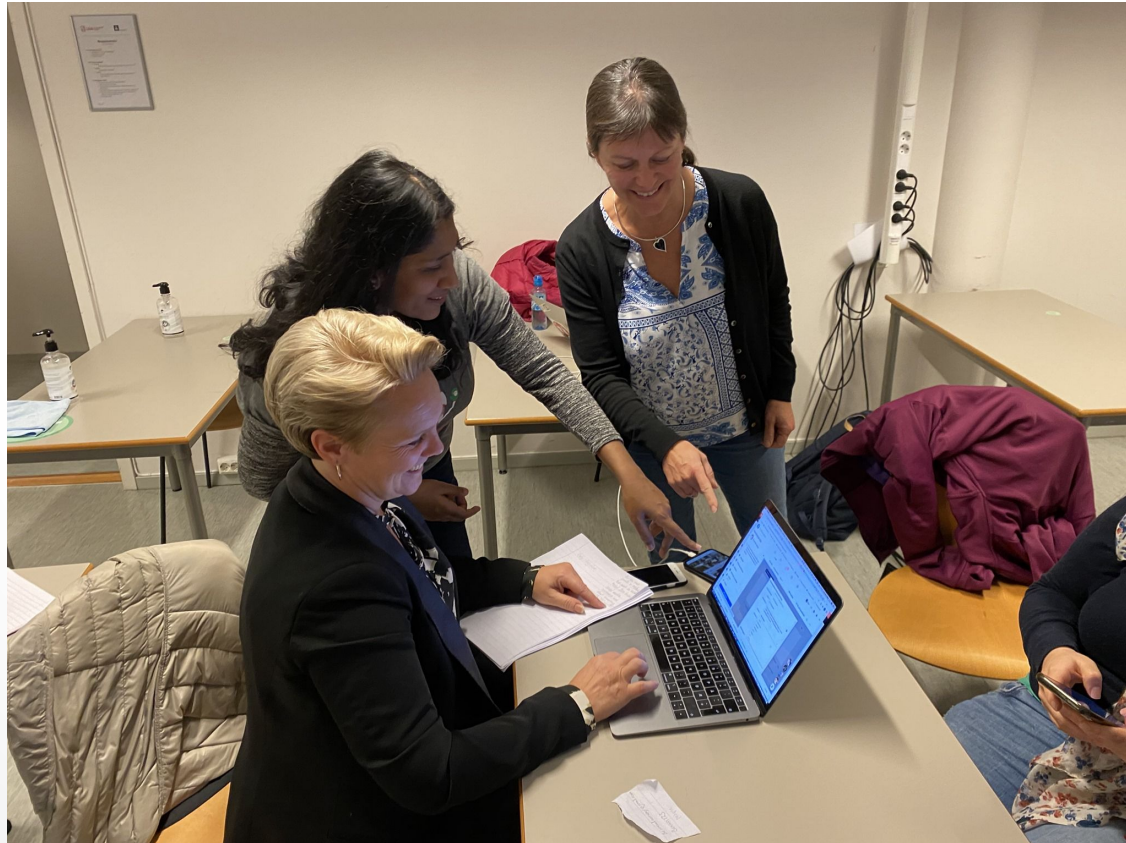


Influensere - nyttig?

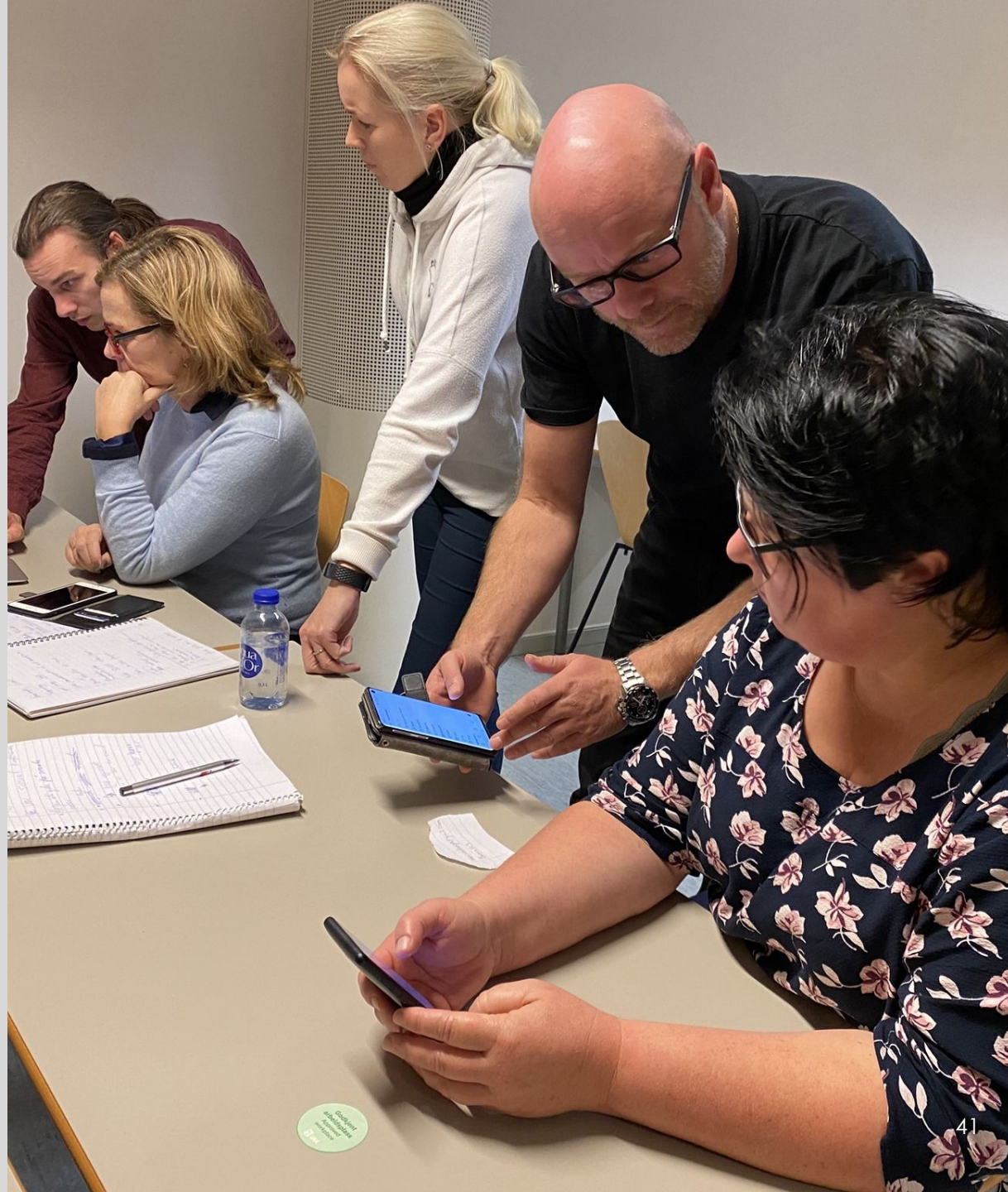
8 responses



Class 5 - practicing publishing



Create a strategy



Create content



Publishing to social media

Foredraget er at alle (over 60år) kan bli gode til å bruke SoMe 🐼🐼
🐼🐼🐼



Publishing to social media

Inger Grete Lia Stålesen

Samtale mellom **Birte Usland** og meg med invitasjon til kursdagen 😊



Deretter hadde vi rollespill på én god nasjonal og internasjonal person Dag Otto Lauritzen v/**Tommy Thorbjørnsen**

Like · Reply · 2h

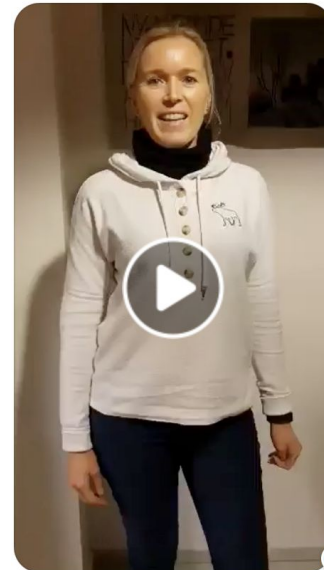
Inger Grete Lia Stålesen ...



Og rollespill på vår kongelige høye beskytter Kronprinsesse Mette Marit v/**Kristin Tverberg**

Like · Reply · 2h

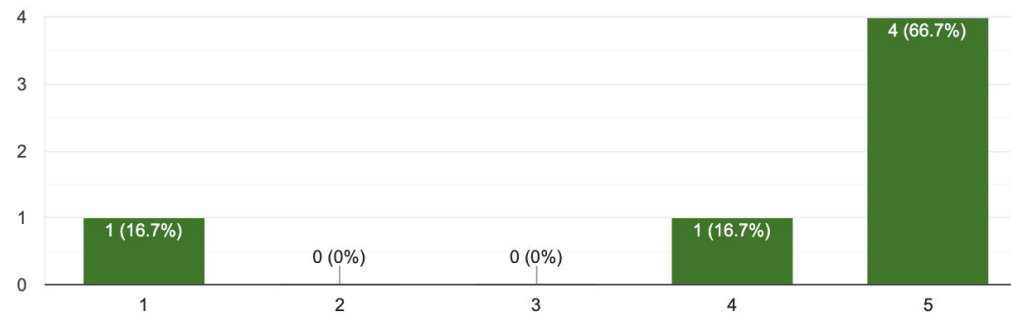
Inger Grete Lia Stålesen ...



Exit Ticket Day 5

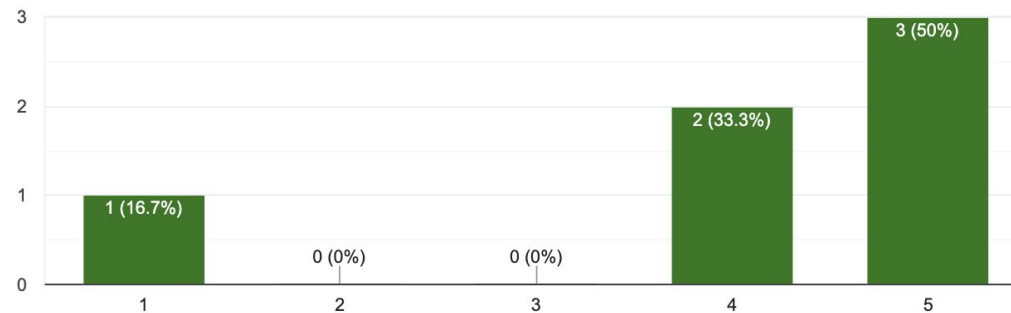
Praktisk oppgave om strategi - engasjerende?

6 responses



Praktisk oppgave om strategi - nyttig?

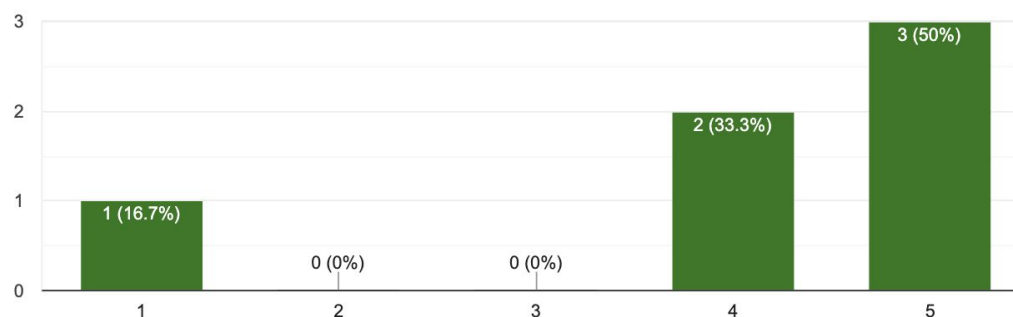
6 responses



More results...

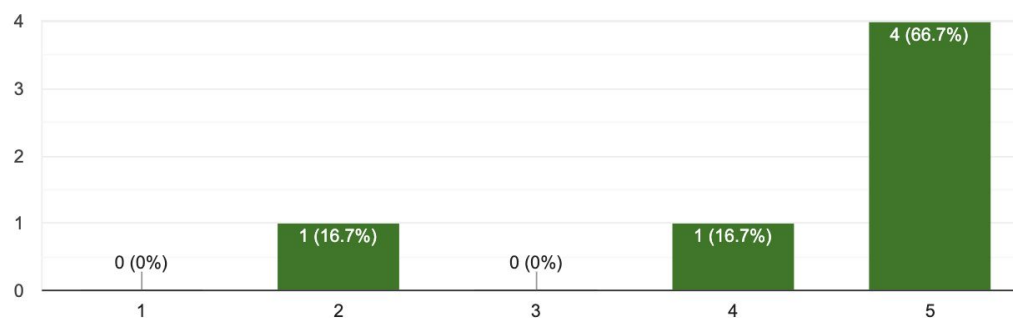
Praktisk oppgave om å lage innhold - engasjerende?

6 responses



Praktisk oppgave om å lage innhold - nyttig?

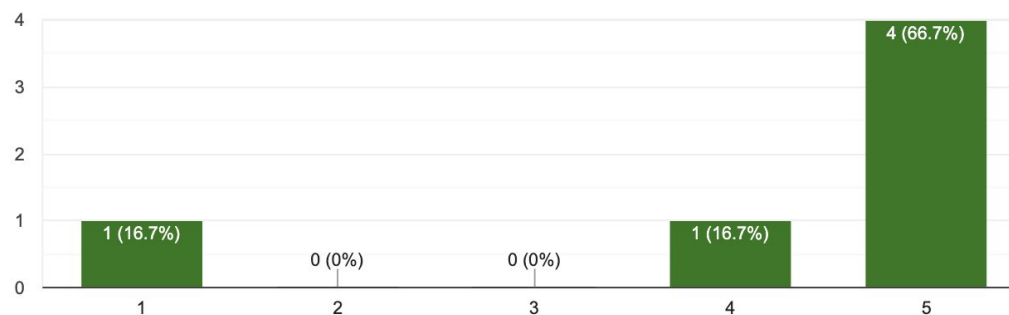
6 responses



More results...

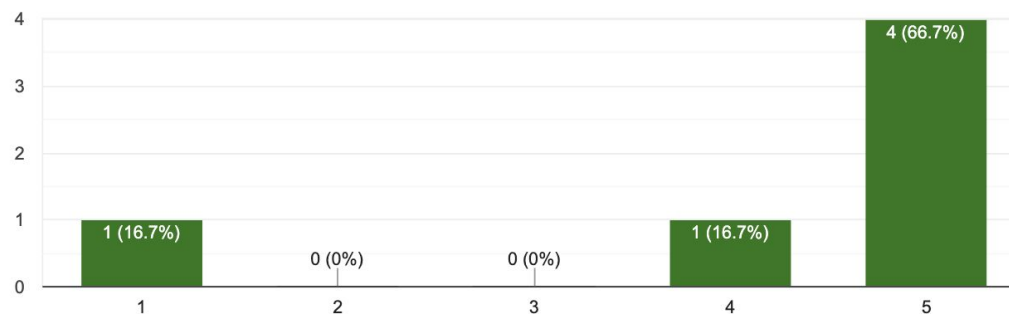
Praktisk oppgave om å publisere innhold - engasjerende?

6 responses



Praktisk oppgave om å publisere innhold - nyttig?

6 responses



Reflections on the course

1. Collect data as you go to help adjust the academic level of the class
2. When creating the course group, get participants who are at the same level as far as their SoMe skills go
3. Do practical hands-on work in between the theory
4. Offer classes in English and Norwegian to support our diverse community

Thank you