

## TRAINER'S MATERIALS

**MODULE:** COMMUNICATION KIT

**TOPIC 1:** YOUTUBE.

### TRAINER'S MANUAL OF THE TRAINING SESSION

**DURATION OF THE SESSION: 120 MINUTES**

Time	Table of content	How
10'	<p><b>Introduction to the training</b></p> <p>The trainer will introduce himself and will interact with each participant. He also will ask them to introduce themselves in a fast conversation.</p> <p>At the beginning he can ask some questions to each participant to introduce the topic and interact with them. For example: How can Youtube Promote a product/service/project? How to optimise a video on YouTube to rank well? How adverts can help?</p> <p>Then the teacher can start explaining the main topic of this session. After it, attendants will be able to answer the questions asked at the beginning correctly and including the theory explained to them.</p> <p>Creating videos for the sake of creating them is not a good way to start our social media video marketing strategy. As any internet marketing campaign we must clearly define our objectives. Why do we want to create and post videos on social media? What objectives or goals are we going to achieve? What return on investment do we estimate to achieve?</p>	<ul style="list-style-type: none"> <li>- <i>Introduction and interaction</i></li> <li>- <i>Questions about the topic before starting</i></li> <li>- <i>Take into account the main objectives of the training</i></li> </ul>
20'	<p><b>Topic presentation</b></p> <p>Before starting the lesson, participants can ask this questions in a paper:</p> <ol style="list-style-type: none"> <li>1. Why is Youtube a good tool?</li> <li>2. Why do we want to create and post videos on social media?</li> </ol>	<p><i>I explain the purpose of this section</i></p> <p><i>Discussion - questions and answers</i></p>

	<p>3. What objectives or goals are we going to achieve?</p> <p>4. What other tools do you know?</p> <p>After answering these questions in a paper, discuss them with all the participants and try to reach an agreement to get the best answer.</p> <p>After that, participants should show the answer to the teacher and he/she will make the pertinent corrections.</p>	<p><i>Grouping the answers and writing them down, then discuss about them.</i></p>
45'	<p><b>Experts activity</b></p> <p>Make three groups to optimise the activity. Each group will be given a product to promote using a video for Youtube.</p>	<p><i>Exercises given by the teacher to the participants</i></p> <p><i>Activity 1</i></p> <p><i>Participant's handbook</i></p>
40'	<p><b>Analyse - Activity 2</b></p> <p>Look at this video and answer the following questions:</p> <p><a href="https://www.youtube.com/watch?v=KiQNxuXINi4">https://www.youtube.com/watch?v=KiQNxuXINi4</a></p>	<p><i>Activity 2</i></p>
5'	<p><b>Summary of the session</b></p> <p>Mention the aim of this course and summarise the objectives.</p>	<p><i>Trainer's speech</i></p>