

# BIG TIME TAKE OVER

## Youth Arts Educators Toolkit 101



Funded by the  
Erasmus+ Programme  
of the European Union

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#BigTimeTakeOver  
#BTTO



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# About the project

*Creative Empowerment For Europe's Disadvantaged Youth*

## BACKGROUND & OBJECTIVES

It is an **Erasmus+** project aimed at empowering young people to use their creativity and the potential of technology in positive ways that give them a voice in issues that affect their lives.

## METHODOLOGY IN A NUTSHELL

It is based on applying the concept of a digital site "takeover" – where the users of a communications site monopolise that site to curate and promote their own message and creative content.

## THE PROJECT'S OUTPUTS

- I01**: this Toolkit for Youth Arts Educators
- I02**: Youth Powerpack designed and co-created by young people
- I03**: Digital Platform, an online vehicle for young people's transnational collaboration

## TRANSFERABILITY

The Toolkit is designed in order to share transnational learning about youth empowerment actions and strategies through technology and how they can be applied in creative projects.



## IMPACT

The impact of this toolkit will be to ground the following IOs on a basis of shared understanding and practice in supporting a digital approach to empowerment and civic participation in working creatively with young people.

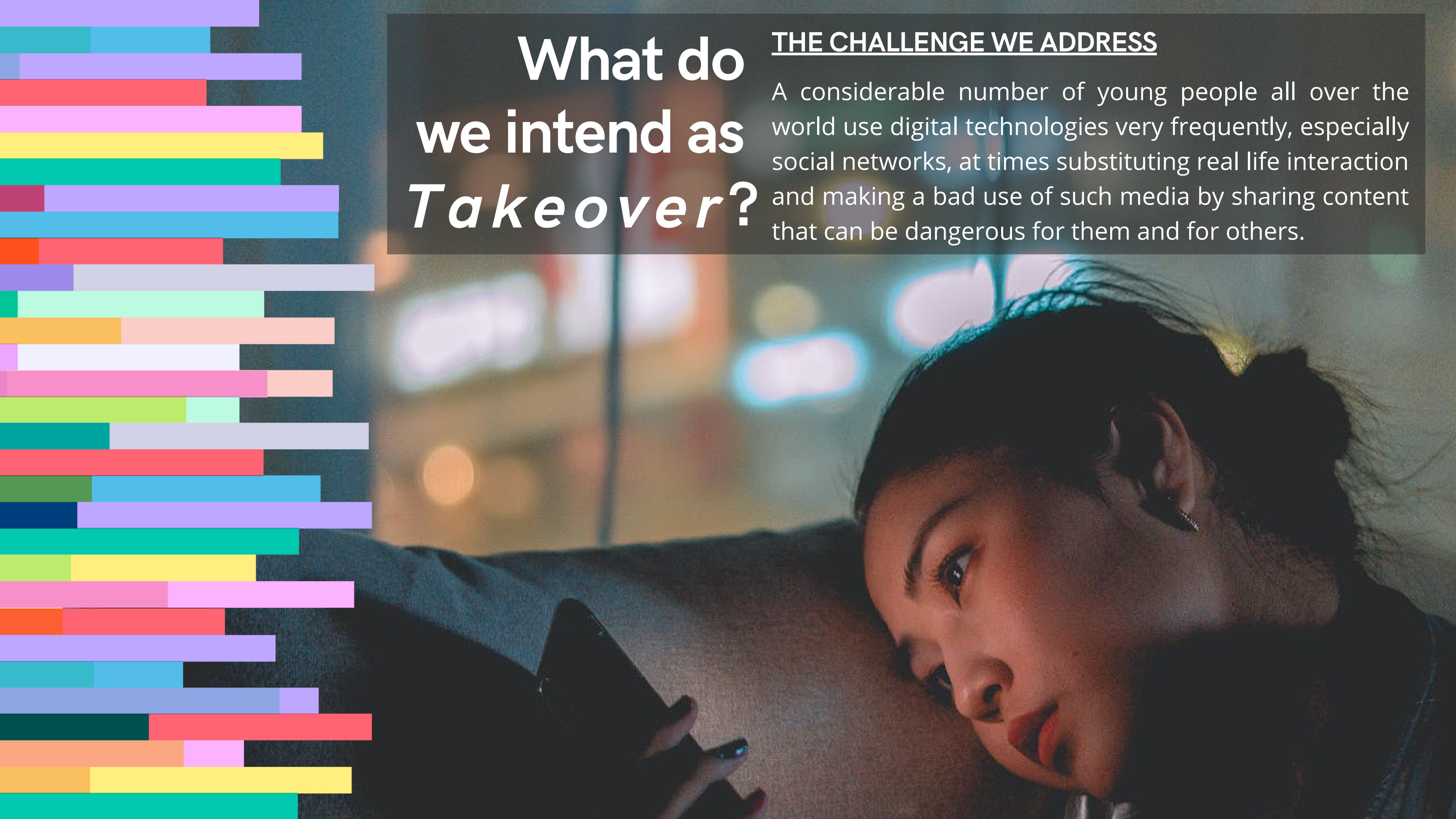
## INNOVATION

The toolkit will focus on three learning areas, each of which is innovative at different levels:

- Digital Competences
- Empowerment strategies
- Validating skills and competencies



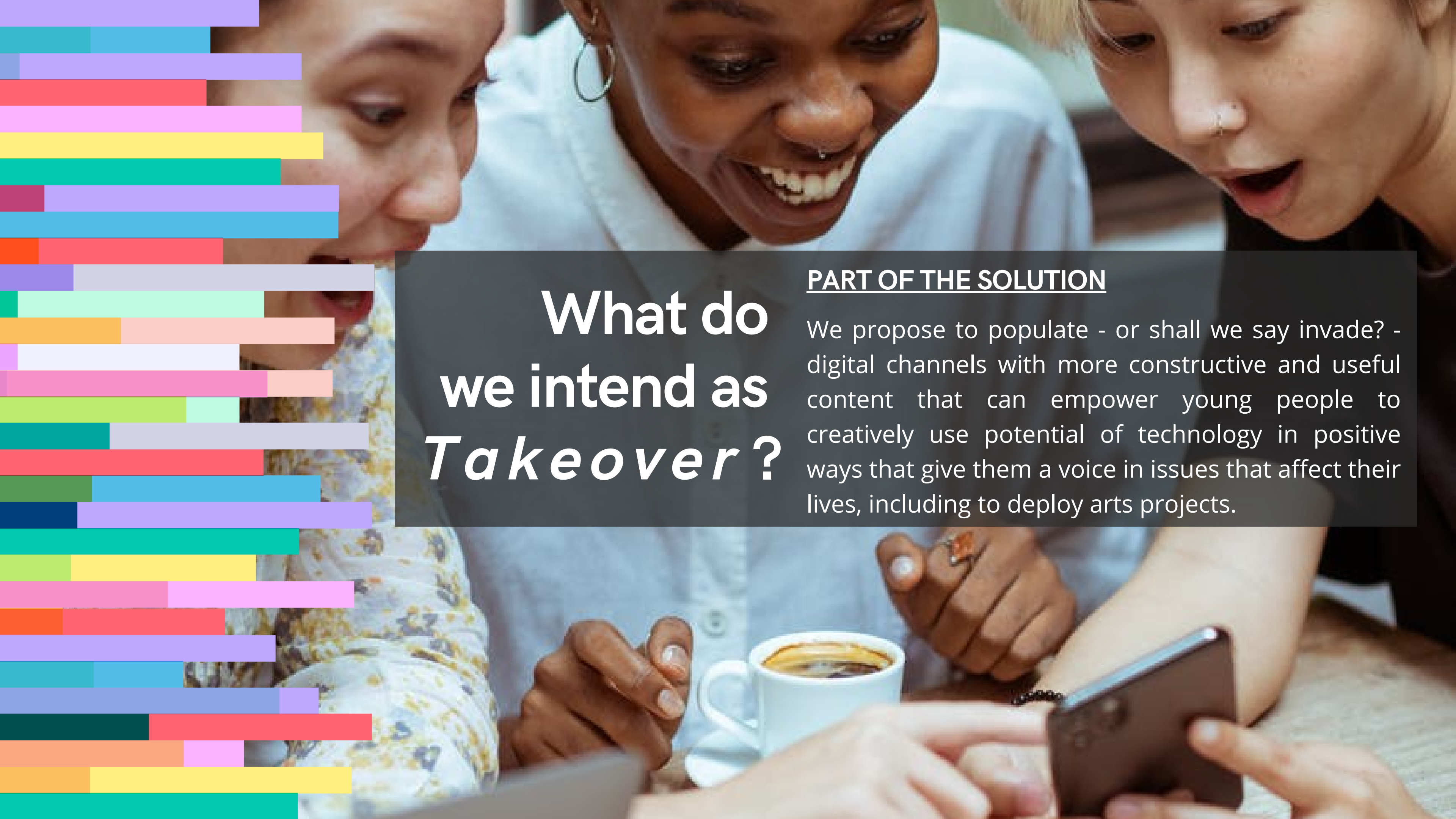
# The aims of this Toolkit BIG TIME TAKE OVER 101



# What do we intend as *Takeover*?

## THE CHALLENGE WE ADDRESS

A considerable number of young people all over the world use digital technologies very frequently, especially social networks, at times substituting real life interaction and making a bad use of such media by sharing content that can be dangerous for them and for others.



# What do we intend as *Takeover*?

## PART OF THE SOLUTION

We propose to populate - or shall we say invade? - digital channels with more constructive and useful content that can empower young people to creatively use potential of technology in positive ways that give them a voice in issues that affect their lives, including to deploy arts projects.



# How to use this toolkit

TO DEVISE YOUR CREATIVE ACTION PROJECT

According to what you need,  
jump to one of the tool categories.

Each of them includes some useful  
tips and tricks.

Ready?

Set.

Go!

.....

# Your official web platform

## Why is it important?

A project web platform and branding are essential elements in providing a "shop window" for the project.

Some people and projects choose to use a social media page as the official one, but an official website always has its more 'official' appeal.

There are many open source sitebuilders that provide free plans, such as these on the right.



Wix



Weebly



Webflow



Webnode



Wordpress



Prestashop



Shopify

...and many more. They also include pre-set models and, in most cases, with their premium plans they provide a domain name. Such platforms allow to generate responsive websites in less than 1 hour!



# Your official web platform

A FOCUS ON:

## What do Youth Arts Educators prefer?

According to the Youth Arts Educators we interviewed, Wordpress has an interface for blog posting that allows for giving access to many authors without necessarily giving them the credentials to modify the whole website. While Prestashop and Shopify are more for e-commerce, in case you aim at selling arts. Although all the others allow to sell by adding specific plugins such as WooCommerce.



[TEMPLATES](#) [SITES IN USE](#) [SELECTIONS](#) [BLOG](#)



[Cargo.site](#)

*Put your Projects  
on the Web.*

[Get started for Free](#) [Explore Sites in Use](#) [Rates & Services](#)

[LOGIN](#) [RATES](#) [SUPPORT](#) [DOMAINS](#) [STUDENTS](#) [NONPROFITS](#) [COVID-19](#)  
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## The site builder for designers and artists

Cargo is another site builder platform that offers more unconventional models and is becoming increasingly popular among artists and designers as it allows for more freedom in positioning the content.

# Social networks

## Why are they important?

For any project, business or non-profit organization, social networks are probably the fastest means to reach and engage our audience and let your contents become more 'viral'.

Each social network works with its own algorithms, but almost all of them include

**@Tags**

&

**#Hashtags**



### Pinterest

#### Create thematic boards

It basically works with pictures. The more you visualize, the more Pinterest shows you correlated ones. You can also classify them by interest into thematic boards: are you interested in Do-It-Yourself? You can pin endless ideas to a board with that theme, keeping it public or making it private.



### TikTok

#### For the youngest

TikTok is more popular among young people than the elder, all over the world. It allows to shoot videos and attach background music to them. This allows to create funny videos with 'playback' singing, or to raise awareness on some themes that we consider important, but in a light way.



### Facebook

#### For the 'less young'

Since most of young people are slowly moving to Instagram, Facebook probably is not anymore the social network to reach out to them. Nevertheless, it still provides a number of useful functions such as: Groups, Watch parties, Polls, Events, Live streaming and more.



### LinkedIn

#### A more official appeal

Creating a LinkedIn page for an association, company or project helps give a more 'official' appeal to it. Sharing content regularly on such official pages is a plus. Also, it allows young people to add a work or volunteering experience to their personal profiles, which is good for personal branding.

**Other social networks:** Clubhouse, Tumblr, Twitter...

# Social networks

A FOCUS ON:



# Instagram

## Posts

They can include single or multiple photos and videos) that you can personalize with special filters. They will create your personal gallery - or *feed*. By including #hashtags in their description, you can attract people interested in the same contents.



## Stories

They are 24-hours lasting content which can then be Highlighted (made permanent) on your profile. In any case they include special add-ons like boomerangs, puzzles, location setting, filters, quizzes, questions, polls, GIFs, music, name tags, hashtags and so on.



## Guides

Since Instagram has become popular among travel influencers, it now allows to share guides - not only for travel and leisure, but for anything else.



## IGTV

You can post longer videos that will appear in a dedicated section of your post feed.



## Live streaming

Alone or in couple, you can interview or have a chat with someone publicly, while receiving reactions from the audience.

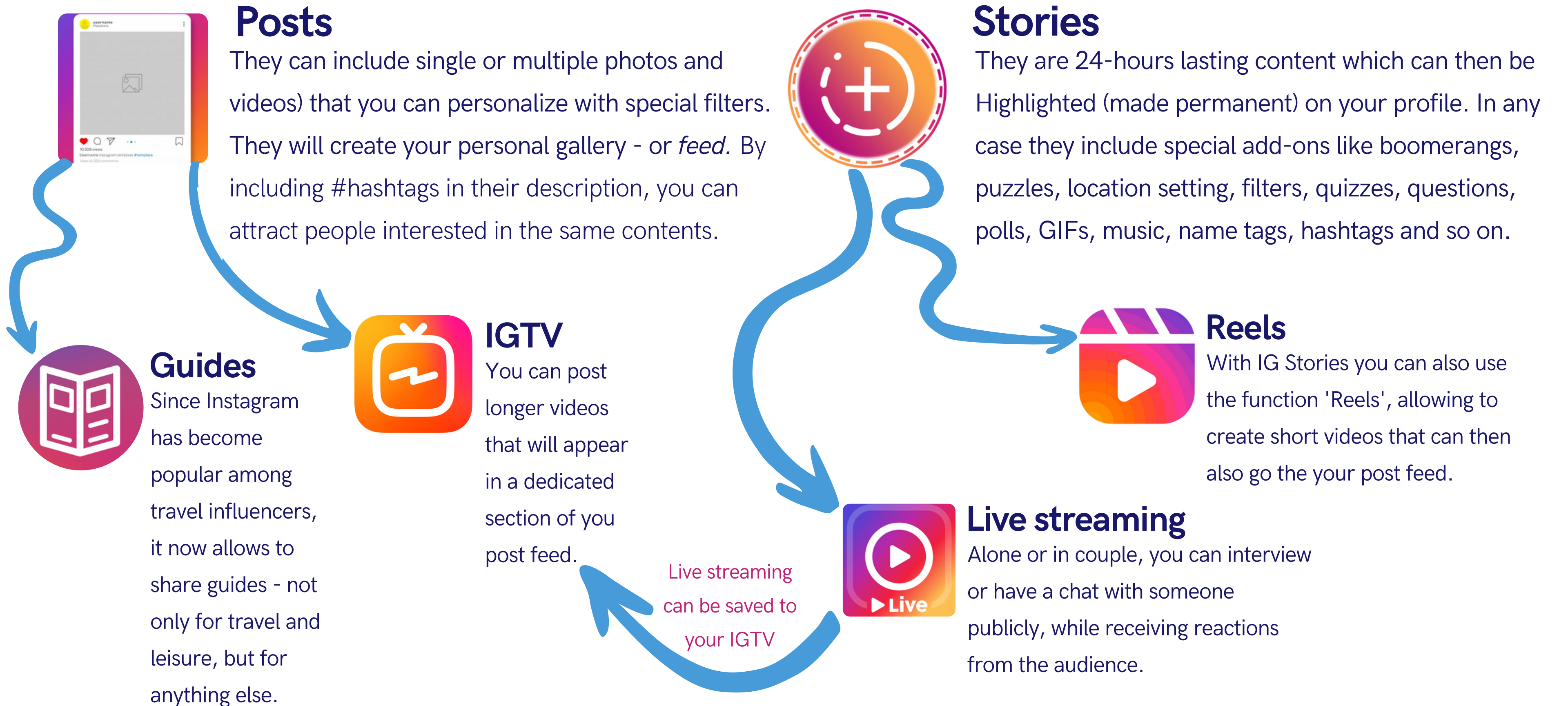


## Reels

With IG Stories you can also use the function 'Reels', allowing to create short videos that can then also go to your post feed.



Live streaming can be saved to your IGTV



# Social networks

A FOCUS ON:



Instagram

## Connecting and engaging people

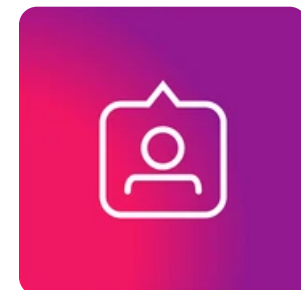
Instagram is widely used among young people worldwide to share both personal and professional contents: that is why we suggest using it when working with or addressing young people. It can also be used for exchanging knowledge, empowering people as advocates to spread awareness on particular themes, promoting creative products, projects and events.

## Some tips to become viral



### Like & comment!

Liking and commenting on others' posts and stories is a way to show your support and can encourage others to show theirs in the future.



### Tag

By strategically tagging profiles that deal with your same topics, you can appear in their galleries. But make sure they agree on this!



### Use hashtags

Hashtags are words or phrases preceded by #. They are an easy and fast way to connect you to people or projects sharing the same interests or objectives. You can also follow hashtags!



### Repost

By downloading the 'Repost' app you can 'host' other accounts' pictures on yours.



### Value privacy

Instagram allows to customize privacy settings both by setting your profile to private mode and by choosing to share your stories only with selected followers.

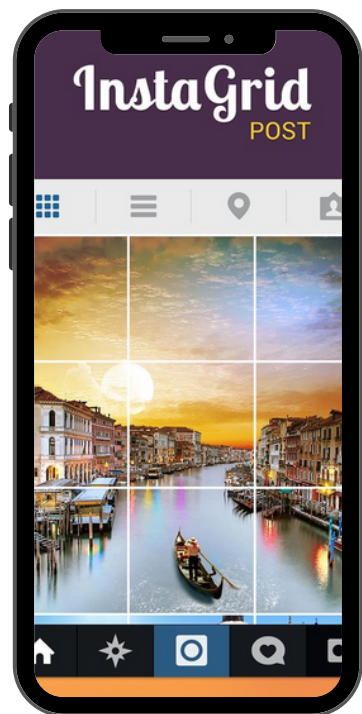
# Social networks

A FOCUS ON:



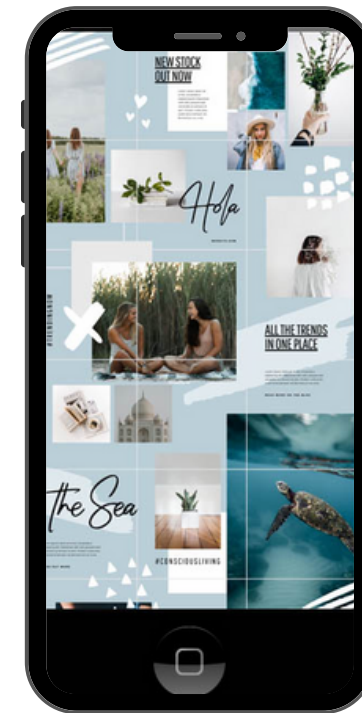
# Instagram

## Some extra tips



### Grid posts

Instagram can also be matched with external apps like GridPost that allow to cut your photos into smaller ones to post separately and create a wow effect when someone visits your gallery. If you plan to use it, make sure you use high-quality pictures.



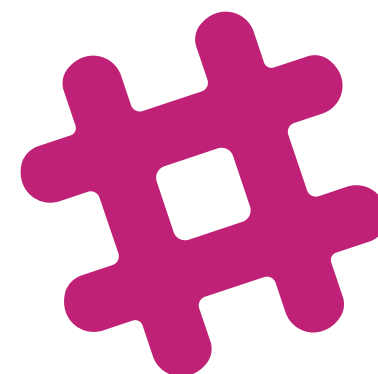
### Puzzle feed

If you wish to obtain an even "WOWer" effect, why not opt for a puzzle feed? It can show your creativity and make people literally fall in love with your gallery. Nevertheless, it makes you loose share, in case you're interested in Instagram's algorithym and you're one of those who aim at appearing in the followers' feed aaaall the time.



### Synch with Facebook

You can share content on both Instagram and Facebook at the same time, from Instagram. The pro is that you save time; the con is that IG's format does not always fit FB.



### Create challenges

Challenges are a way to ask people to carry out a specific action and take a picture or video of it, and share it with a specific hashtag, for example: #IceBucketChallenge



### Save posts

Saving posts through a bottom-right button below the posts allows to save them into customized walls classifiable by interests. This also makes the saved posts become more visible in the feed.

# Chats

## Constantly keep updated

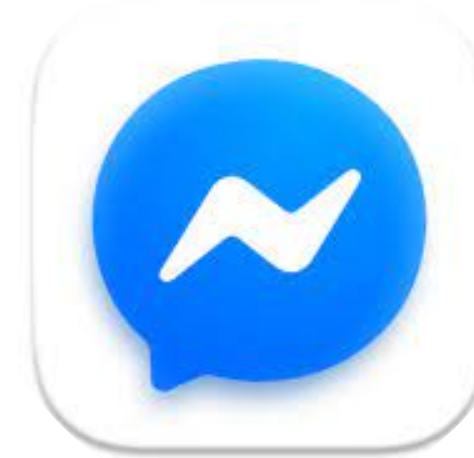
Chats allow to give regular updates to your team members, friends, family and colleagues. Depending on who you speak to, there are several chat apps out there.

And did you know there exist also "all-in-one" messaging platforms allowing to gather them all in one app?



### Discord

Discord is a group-chatting platform originally built for gamers that has since become a general use platform for many kinds of communities. It also allows users to voice- and video-chat, and livestream.



### Messenger

It is directly connected to Facebook profiles or pages, which facilitates communication with people interested in the projects and initiatives you share on Facebook. Also, it allows for using face filters and playing games during calls.



### Telegram

It offers some enhanced privacy and encryption features as well as support for large group chat rooms features. It allows to share contents on dedicated channels, almost in a blog-mode



## SOME FEATURES

**Whatsapp Groups**, allowing to create contact groups with two options:

1. Only the administrators can send messages and updates
2. All participants can

**Stories**, 24-hours contents that disappear afterwards, just like Snapchat, Instagram, Facebook and other app's stories

**Whatsapp Business**, with dedicated functions like, among others, your own product gallery

**Whatsapp Broadcast**, a function of Whatsapp for Business that allows users to create a list of contacts and send a private message to all of them.

## EXTRA TIPS

### 1. Change the text format in WhatsApp

You can add a different intention to your messages through bold, italics or strikethrough. You just have to add a couple of characters before and after the text: `* bold *`, `_cursive_` and `~ crossed out ~`.

### 2. Temporary messages

These "self-destructing" messages serve to protect valuable information as they disappear after a while. To use this function, one of the newest in the application, you must:

- Touch the name of the contact within the chat
- Select the Messages option
- Turn on the Temporary Messages switch.

## NETIQUETTE

There are a number of 'rules' of politeness connected to chats in general, which is good to follow especially when interacting in larger groups, where our messages affect more than one person. Here are some netiquette tips.

### Long messages? Make them engaging!

Sometimes we need to send long messages, maybe to describe an important action or an event. It is good to enrich them with bold, cursive or emojis.

### Audios? Ask before sending

Some of us find it easier to express ourselves by using audio tracks. Nevertheless, it can be tiring for listeners. Therefore, it is good a) ask before b) not to send extremely long ones

# Enriching texts

It's not boring: it's  
just not visually  
engaging

For every long text we  
write, be it for chat  
messages, events on social  
networks, registering  
forms, powerpoint  
presentation or other  
contexts, why not making it  
more visual?



## CoolSymbol.com

A wide range of  
symbols and emojis  
to copy-paste.



## Giphy.com

GIFs are being used in the most  
diverse contexts: also some  
University Professors use them  
to make lessons more engaging!



## Emojis

Emotions, activities, objects,  
countries, symbols...there is  
an emoji for whatever you  
need to express.



## YayText.com

Bold, italic, underlined...  
Whatever kind of text  
you need, it's here.



# Links



[Bit.ly](#)

**Shorten it to share it**

When we have to share a link to a form, to an official page, to a shared folder or other types of long links, we have the possibility to shorten them in order to make them more readable. There are many websites allowing to do this for free: one of them is Bit.ly



[Linktr.ee](#)

**1 link to share 'em all**

When you need to gather more than 1 link, Link Tree allows to create a single customized link which collects them all, so that who clicks can choose where to head first, for example:

- Creative Work 1
- Creative Work 2
- Creative Work 3

# Translations

## Lost and found in translation

Working in international environments requires to translate documents into other languages. This can be time-consuming at times, but luckily some online translating tools allow to make the process faster!



### Matecat

It allows to translate whole documents and to choose domains for making translations more consistent.



### WordReference

It includes a forum that often has threads explaining the meaning of the trickiest expressions.



### DeepL

It is free until 5000 characters and it is generally quite accurate.



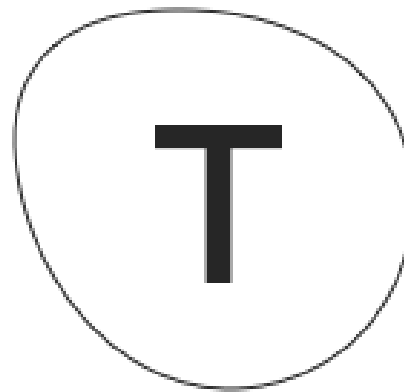
### Google Translate

Probably not the most accurate, but still an option for single words or expressions.

# Forms

## Let them speak!

How many forms have you filled in throughout your life? There are many techniques for structuring them, depending on their objective. Plus, some of the available online tools have advanced functions to make the forms less tiring and more engaging.



### Typeform

Beyond the boring form, it excels at making short surveys and questionnaires with fantastic design. It offers a unique, immersive experience that makes forms feel more like conversations. It displays one question at a time. It can also be used to build a landing page.



### SurveyMonkey

SurveyMonkey's forms aren't likely to blow anyone away with their design. Instead they've gravitated more toward what you can do with the data gathered, and how you can better understand it.



### EngageForm

The perk of EngageForm by 4screens.com is that it looks good on every screen. It allows you to create quizzes, surveys and polls - online quiz tool to generate leads and engage users.

**B I G**  
**T I M E**  
**T A K E**  
**O V E R**

# Online video making & publishing

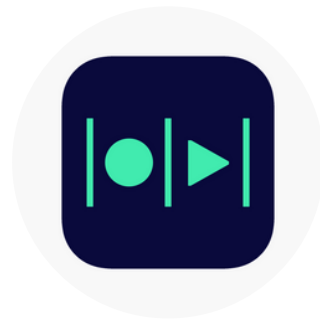
## A video is worth 1,000 words

There are a number of online free videomaking platforms for all tastes, styles and needs.

You can use them to enrich your presentations or tell about your creative project, and get a WOWer effect than simply using pictures and words!



[Powtoon](#)



[Magisto](#)



[InShot](#)



[PowerEditor](#)



[Animaker](#)



[Animoto](#)



[Focusky](#)

## Phone apps

If you need to make a video by using just your phone, the ones above are some apps that might interest you!

## Share your videos!

After creating your videos, there are online video platforms that allow you to publish worldwide!



[Youtube](#)



[Vimeo](#)



[Dailymotion](#)

# Infographics

## Create the WOW effect

Do you need to design a social media post?

Are you thinking about which graphic design your next poster should have?

You are not feeling inspired to invent your powerpoint presentation from scratch?

A number of website offering a HUGE list of templates that will quickly save you from the *blank sheet syndrome*!



Canva



Crello



Snappa

# Events booking

## Let the platform do it all

Some websites allow to insert your events and make them bookable while gathering emails, telephone numbers and other required data of the visitors, plus they allow to warn when the maximum number of participants has been reached.



[Eventbrite](#)



[Ticketone](#)



[Twitch](#)

# Mailing lists

## Send emails that matter.

While MailUp and Mailchimp are more for email marketing and allow you to design graphically the email content, Google Groups is more like a tool for simple mailing lists. All of them allow to gather your contacts in thematic lists.



[MailUp](#)



[MailChimp](#)



[GoogleGroups](#)

# Online meeting

## When social life moves online...

The Covid-19 pandemic has made us become familiar with online meeting tools such as Zoom, Skype, Teams, Google Meet... Each one with its specificities, but generally all work well. Zoom allows to create subgroups in separate rooms for more complex online activities.



Zoom



Skype



Teams



Meet

## Netiquette

Behaving online also has its 'rules', such as keeping the microphone turned off when not speaking (and turning it on when speaking 😊), not overlapping with other speakers, not smoking or eating if the meeting tone is not informal...



# Scheduling

**When shall we meet  
again?**

Why asking each one when  
they're free?

It would be too messy.

Why asking by email and  
receiving many different

answers that you will have to  
arrange and synthesize?

It's wasted time. Luckily,  
there are some tools that

help: let's use them!



## Google Calendar

**To share full calendars**

You can create thematic calendars and share them with mailing lists so that they all see the event's description and can answer 'yes, no, maybe'.



## Doodle

**To choose the best date**

You can list a number of days and/or hour slots and people can select when they are available (more than 1 option is possible). Its visual interface will make it immediately clear when's the best day.



## Calendly

**To show your time slots**

Very similar to Doodle, it allows to show your agenda so people can select your free time when they prefer to meet you.

# Podcast making and sharing



## PODCAST MAKING

We suggest Audacity as an easy-to-learn and relatively easy-to-use free downloadable software to create podcasts by uploading your audio tracks, music tracks, sounds and by cutting, rearranging, enriching, modifying them.



## PODCAST SHARING

Once your podcast is ready, you can upload it to Spreaker or any other alternative platform so that it becomes available for the world to listen, comment and share! We also suggest creating a community around your podcast to ensure success.

Some alternatives: Soundcloud, Google Podcasts.

**B I G**  
**T I M E**  
**T A K E**  
**O V E R**

# Selling arts online

Etsy



Artfinder



Bēhance

fiverr.



SAATCHI ART

**B I G  
T I M E  
T A K E  
O V E R**

# Online publishing

LET YOUR DOCUMENT  
BE BROWSED ONLINE

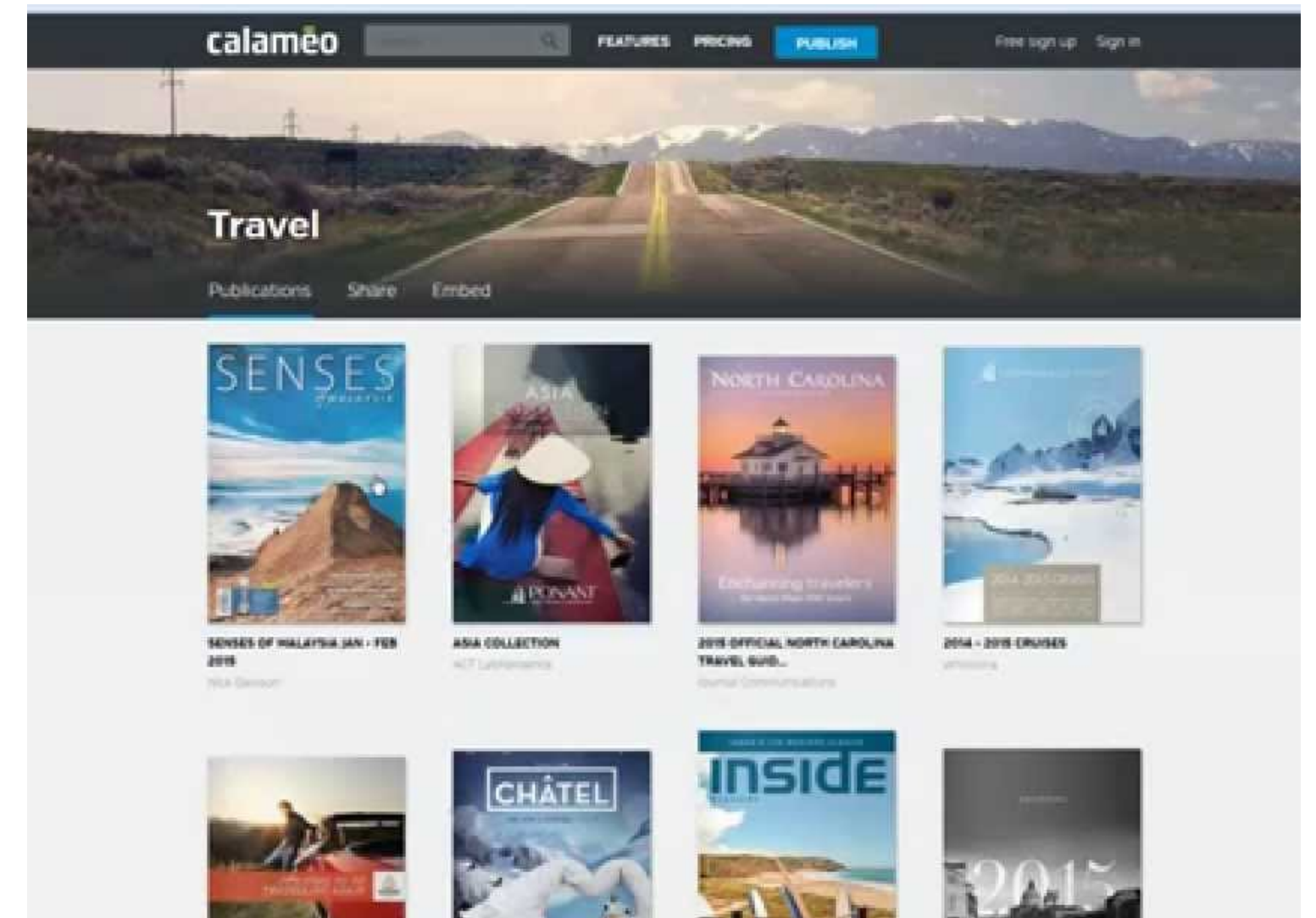
Comix,  
official documents,  
instructions for use,  
toolkits...

Whatever kind of document you  
want to share, Issuu and  
Calameo allow you to make it  
browsable, page after page,  
including the sound of page the  
page that turns!

Amazing, right?



[www.issuu.com](http://www.issuu.com)



[www.flipbuilder.com](http://www.flipbuilder.com)

[www.calameo.com](http://www.calameo.com)

**B I G**  
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# Collaborative documents



## Office 365



## Google Workspace



Outlook Word Excel PowerPoint Access Publisher



Exchange OneDrive SharePoint Teams Yammer Stream PowerBI



Gmail Drive Meet Calendar Chat Docs



Sheets Slides Keep Sites Forms Currents



# Project management

## One platform to manage them all.

*Them* who? Both the projects and the team members.

Asana, Monday, Basecamp, Trello...there exist many platforms allowing to share GANTTs, calendars, schedules.

The following are the ones used by Bigtime Takeover Erasmus+ Partners.



ClickUp

"Save one day every week. Guaranteed."



Teamwork

"Working together. Beautifully."



Slack

"Cheers to your organizational health"

# Online facilitation tools

## Co-creation and fun!

Online meetings often run the risk to become boring, create misunderstandings, and in the end waste time. But these tools here allow to add a lot of fun and cooperative moments!

It's enough to just subscribe and create a shared 'wall', then share its link with the people in the meeting and all of them will be able to modify and see the others' modifications in real time.

We promise your meeting will become...

Almost fun!



Slido



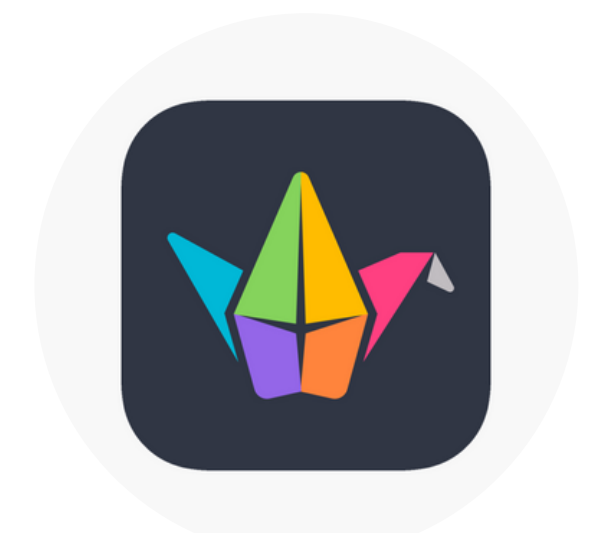
Mural



Jamboard



Miro



Padlet

# Online games, polls, anonymous answers

## For some REAL fun!

These websites and tools allow to really give some verve to online meetings: try them all out!



### Skribbl

It provides a walls for writing and scribbling all together. Sometimes it becomes messy, that's also why it's fun!



### Mentimeter

Here you can ask questions and teh audience can answer anonymously. It's also good for polls!



### Kahoot

Time-bound quizzes in various formats that turn learning tests into funny games!



### ClassTools.net

Despite its old-schoolish style, this website gathers a lot of useful tools to spice up classes and meetings!



### Online icebreakers and energizers

There exist countless activities that you can do. You can find them (among others) on SessionLab.com



# Become part of the *Takeover!*

## Let us know

If you found this toolkit useful or if you have any other tool to suggest by emailing [project2@materahub.com](mailto:project2@materahub.com)

## Follow & engage on

[www.bigtimetakeover.eu](http://www.bigtimetakeover.eu)



# Become part of the *Takeover!*



## Share your Creative Arts Project

Do you work or wish to work with creativity?  
We will repost your content if you share it by **tagging** the partner organization nearest to you (see next page) and using the hashtags **#BigTimeTakeover #BTTO**





# Project partners

The project partnership consists of **6 youth arts providers in 5 European countries**: Italy, UK, Cyprus, Poland and North Macedonia. Five have **extensive experience and history** of collaborating together on **Erasmus Plus**.

The sixth partner from North Macedonia is a long established Youth Arts Cultural Centre with extensive experience of European and international artistic collaborations.

This project targets **young people at risk of social and cultural exclusion** including refugees and migrants. It also addresses the needs of Creative Arts Educators, who play a key role in fostering young people's **creative skills**.



RINOVA  
UK



MULAB  
ITALY



FUNDACJA ARTERIA  
POLAND



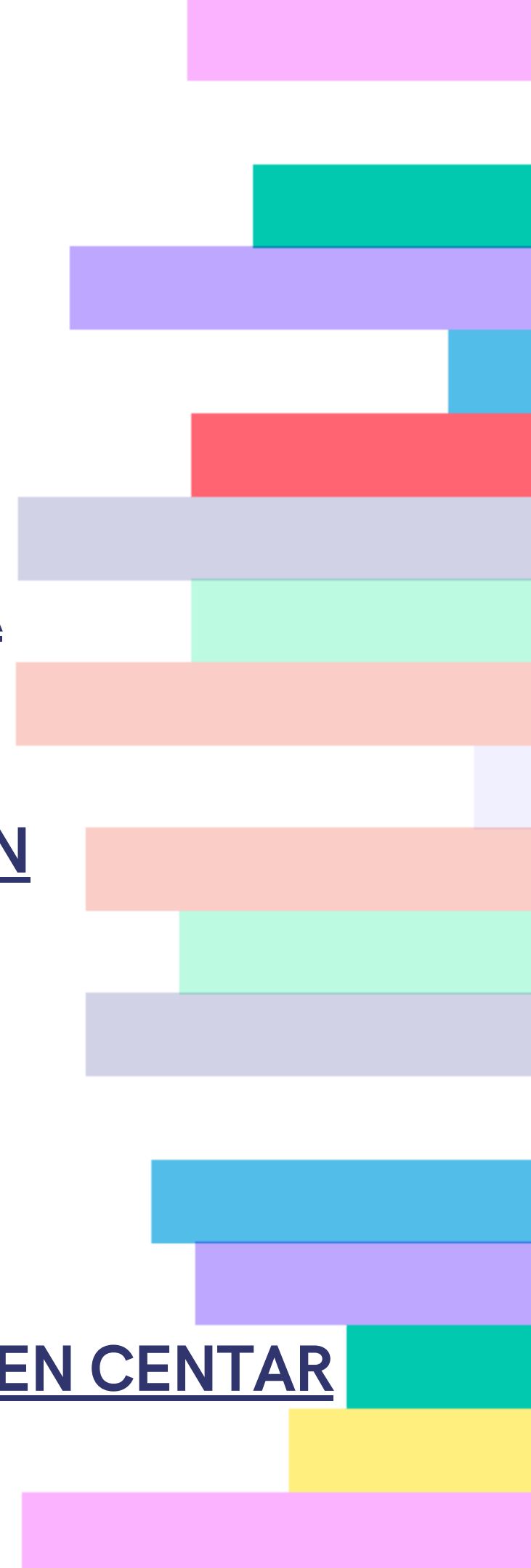
HOPE FOR CHILDREN  
CYPRUS



MATERAHUB  
ITALY




MLADINSKI KULTUREN CENTAR  
NORTH MACEDONIA



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**B I G**

**T I M E**

**T A K E**

**O V E R**