

## LINKING UP

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

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## PROJECT IDENTITY

The project is co-funded by the EU Programme Erasmus+

Key Action:

Cooperation for innovation and the exchange of good practices.

Action:

Strategic Partnerships.

Field: Strategic Partnerships for Adult Education.

Main objective:

Development of Innovation.



Erasmus+



**ADULATION**

Adult Education for Social Change

# NEWSLETTER

## **ADULATION Intellectual Output 4: "Toolkit for Successful Online Campaigns and Petitions"**

The ADULATION Project Consortium has completed the production of the fourth Intellectual Output of the Project, the ADULATION "Toolkit for Successful Online Campaigns and Petitions".

The Toolkit comprises a collection of social media tools and procedures for both adult educators and adult learners to promote social change by leveraging Social Networks and Social Media.

The specific objective of this intellectual output is to enable adult educators understand the social media and to provide adult learners with tools and procedures to run successful online campaigns on issues that affect the adult learners and the societies they live in.

This intellectual output also provides tools that can be used to mobilize adult and senior learners to bring about social change.

The Toolkit is available in five languages: English, Greek, Italian, French, Hungarian.

## ADULATION Toolkit for Successful Online Campaigns and Petitions

The Toolkit covers the following areas:

- Social Media for Social Change
- How should the citizens and the NGOs leverage Social Media?
- What can the citizens and the NGOs achieve using Social Media?
- Which Social Media platforms should citizens and NGOs target?
- Involving adult and senior learners in the Dissemination of project results.
- Making Dissemination easy for your project partners.
- Using photos for visibility; Dos and Don'ts.
- Anatomy of a post (on the main Social Networks).
- Good practices in Visibility from organisations around Europe.
- Practical steps for online campaigns.
- The power of digital storytelling.
- Tips for NGO to enlarge their network, promote their mission and spread their activities.
- Running an online petition.
- How to measure the impact of your campaign or petition.

[Follow this link to read the completed Intellectual Output "ADULATION Toolkit for Successful Online Campaigns and Petitions"!](#)



### Partnership

#### Coordinator

SEAL CYPRUS / CYPRUS

#### Partners

ALPHABET FORMATION / BELGIUM

HETFA RESEARCH INSTITUTE / HUNGARY

TRAINING 2000 / ITALY

