

# EXEMPLAR

**Young Migrant Integration Leaders**

## Module 5-Unit 1

**Social Networks &  
Engagement Strategies**



# HELLO!

# ACTIVITY Nr. 1

## The portrait game

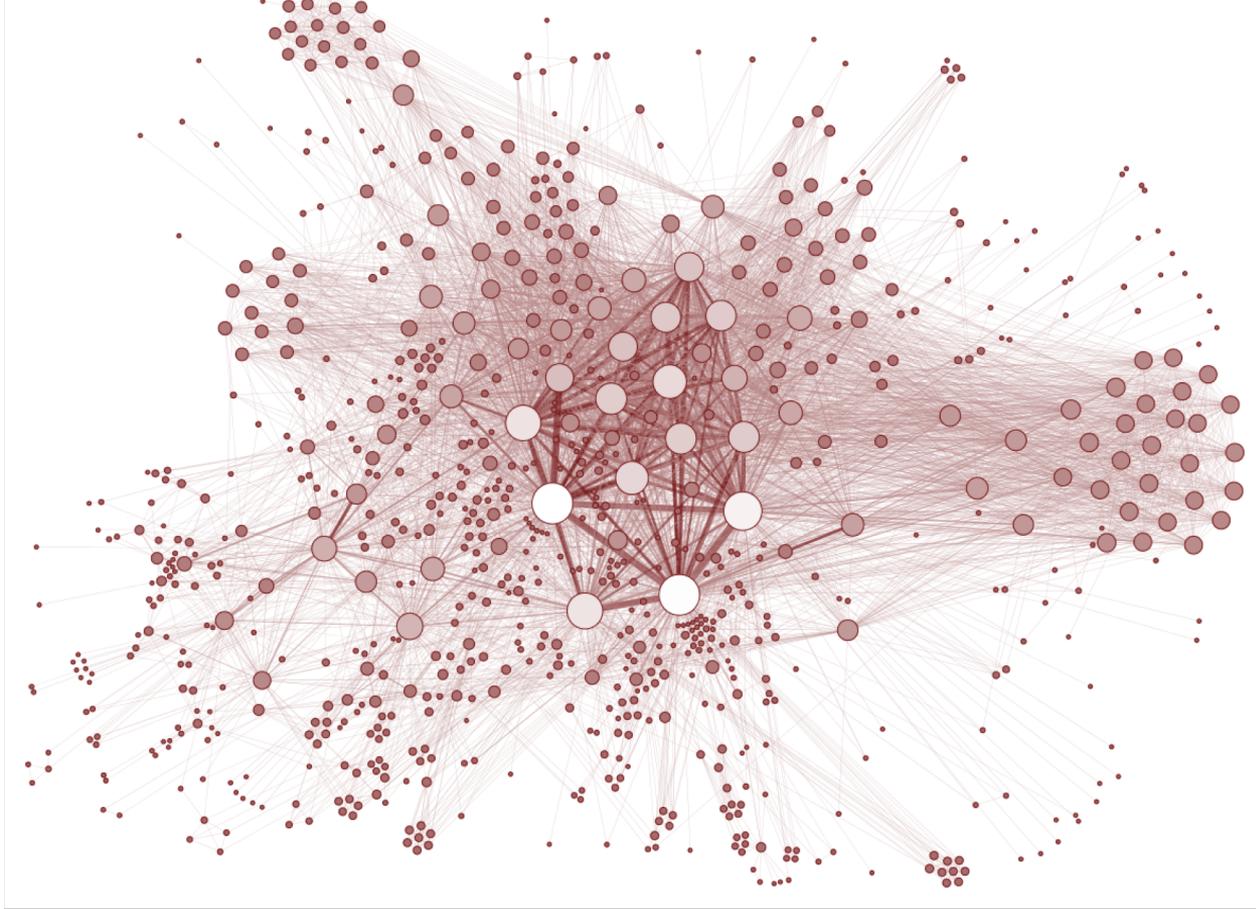


# ACTIVITY Nr. 2

## Gordian Knot



# What is a Social Network?



**A social structure composed of interconnected individuals and institutions that shares and distributes information**



**Offline Network**

# Online Network



Facebook



Snapchat



Instagram



Twitter



Chrome



Gmail

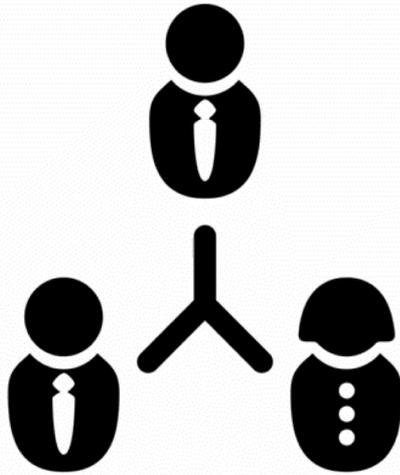


Spotify



Messenger

# The Power of Social Networks



**6 degrees of  
separation**

# What is Engagement?



**Is about creating and maintaining relations with people,  
but also motivating them to participate and get involved.**

# Participation & Involvement



# Two-way Process



# Interaction & Listening





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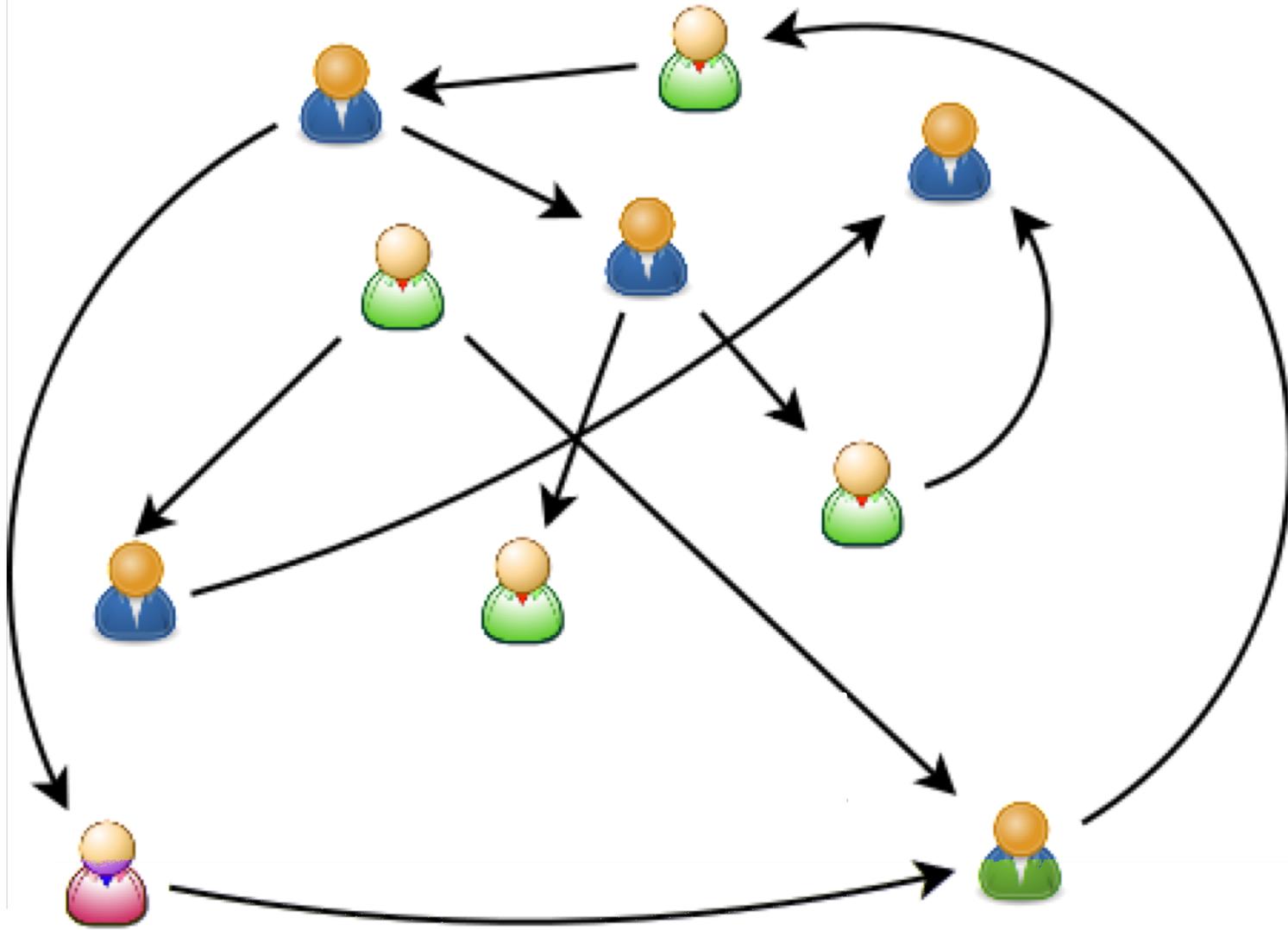
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# EXEMPLAR's Meaning of Engagement



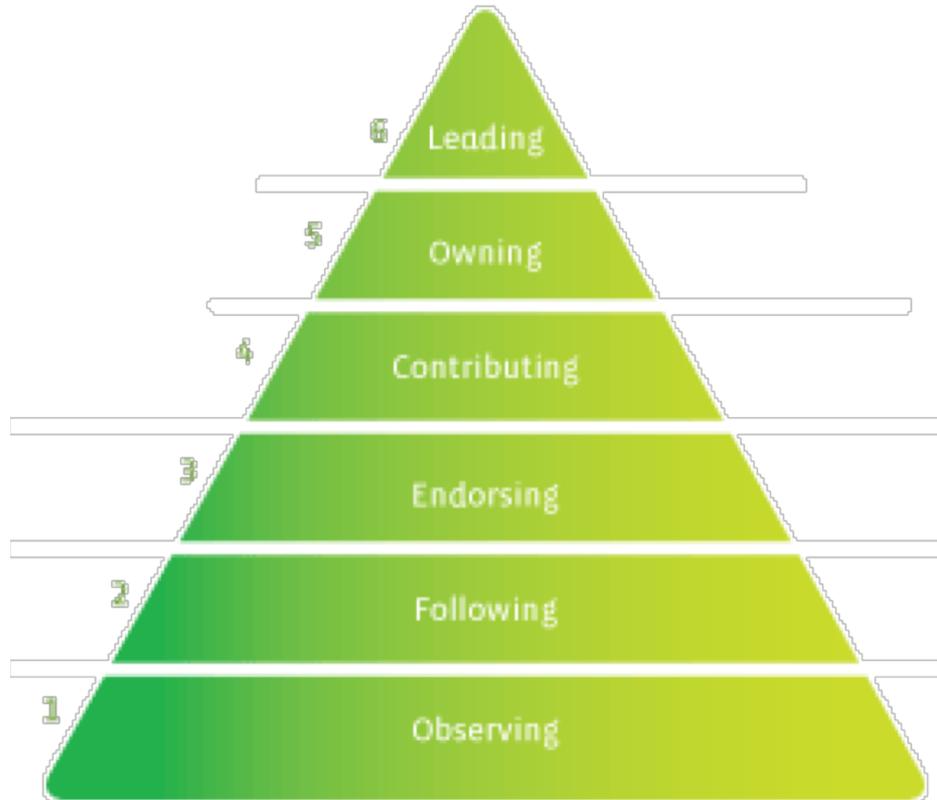


# Engagement Strategies

# The TIERS Public Engagement Framework



# The Engagement Pyramid Framework

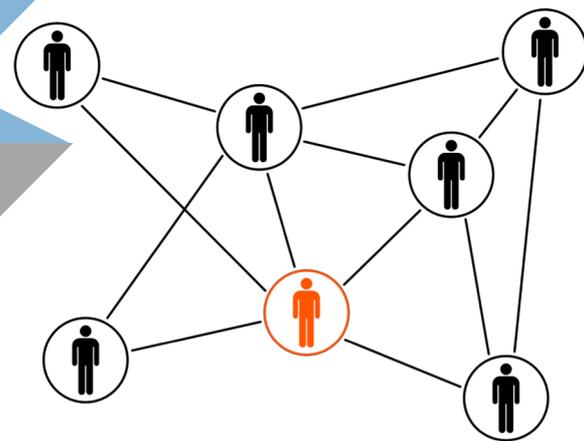


# Integration & Customisation



# ACTIVITY Nr. 4

Draw your personal network card





# exemplar



SUSTAINABLE EDUCATION  
**SEAL**  
**CYPRUS**  
ACTIVE LEARNING



HUBKARELIA



The Rural Hub

