

We are a European project partnership working on a Leonardo-Da-Vinci European Project:

Community Media Empowering Program (m – Com).

We are partners from Cyprus, Spain, Italy, Greece, France, Poland and Turkey.

June 2014: Marmara Educators Association from Istanbul (TR) hosted the 6th transnational partnership meeting of the Community Media Empowering Program.

The sixth partners meeting of the m-Com Project was hosted by the Turkey organization Marmara Educators Association.



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E-LEARNING PLATFORM

We are proud to present our e-learning platform mcom-training.aimcy.eu - E-instruction online platform to use by trainers and instructors in organizations. In m-Com Training you will find the m-Com Community Media Empowering program consist of courses:

I. Media Literacy

1. Media Literacy Overview: What is Media Literacy?, Being a Digital Citizen
2. Media Crisis Management: Writing and Glossary Techniques, Media Crisis Plan, Social Media Crisis Management, Social Media Crisis Plan
3. Working with the Media: Working with the Media, Interviewing Techniques, Press Releases, Inverted Pyramid Structure

II. Social Media Use and Strategies

1. Blogging: Effective blogging Techniques, Blogging Platforms
2. Social Media: New Media, Facebook, Twitter, Google Plus, LinkedIn, Pinterest

III. Technical Skills and ICT Tools

1. Online Platform Development: Plan your Website, Hosting and Domain, SEO, Internet Security
2. Video Production, Editing and Digital Storytelling: Planning Your Video, Creating Video, Filming and Editing, Publish Video Online, Offline Distribution,

IV. Communication Trainer's Module

1. Strategic Communication and Networking: Strategic Plan Key Questions, Designing Your Strategy, Make your media: choose the right format, tactics and tools
2. Information Dissemination: Newsletter Creation

If you are interested in learning how to empower your media-outreach skills, please visit our website at: m-com.aimcy.eu