SOCIAL NETWORK AND MEDIA

AT SCHOOL

Dates and Location

October 25 – 31, 2026 Alcanede, Portugal

October 24 – 30, 2027 Alcanede, Portugal

October 22 – 28, 2028 Alcanede, Portugal

[>>> COURSE REGISTRATION <<<](https://registration-986914.webnode.page/) (link: https://registration-986914.webnode.page/)

The World of Social Media and Digital Safety: A Guide for the Modern Teacher

What can you expect from our course? Social media and online communication are no longer just leisure activities—they have become a parallel world where our students spend most of their day. Do you speak their language? Do you know where inspiration ends and danger begins?

This eight-day intensive course will guide you through the digital landscape, from the basics of data sharing to a deep understanding of the TikTok algorithm and cybersecurity protocols. No dry theory here—under the guidance of experts, we'll look under the hood of the platforms that move the world and learn how to use them as powerful allies for school promotion and teaching alike. Gain the confidence to navigate this ever-changing field and learn how to protect both yourself and your students in the online space.

Languages of communication: PT / EN / CZ

Key Learning Outcomes:

- **Effective Cloud Management:** Master document sharing and data security so your materials are always at your fingertips.
- **Social Media as a Tool:** Learn to use Facebook, Instagram, and Pinterest to build your school's brand and spice up your lessons.
- **Understanding Generation Alpha:** Dive into the world of TikTok, Snapchat, and other apps where your students "live."
- **Information Literacy:** Learn to identify fake news and hoaxes before they can do any damage.
- **Legal & Ethical Essentials:** Get clear on GDPR, copyright, and the rules of digital etiquette (Netiquette).

Exclusive Course Bonuses:

- **Digital Detective:** A practical workshop focused on uncovering your own digital footprint—you'll be surprised what the internet knows about you.
- **Networking & Experience Sharing:** Collaborative sessions with colleagues over real-life cases to find functional solutions for social media crises.
- **First-hand Case Studies:** Analysis of real-world cyberbullying and security incidents to help you avoid similar pitfalls.
- **Cultural & Historical Journey:** Guided tours of Lisbon, Óbidos, and Santarém, plus UNESCO World Heritage sites: the **Batalha and Alcobaça monasteries**.
- **Spiritual and Natural Wonders:** A visit to the pilgrimage site of **Fátima** and the world-famous **Nazaré** beach, known for its record-breaking waves. Bilingual guided tours included.

COURSE CONTENT

MODULE 1 – Effective Collaboration and the Cloud

- Shared documents, spreadsheets, and presentations.
- Mastering Google Drive and Microsoft OneDrive.
- Online forms and quizzes for instant feedback.
- Digital tools for teamwork and collaboration.

MODULE 2 – Social Media for Promotion and Pedagogy

- **School Branding:** How to effectively communicate school successes to the public.
- **Didactic Potential:** Methods for integrating social media directly into your lessons.
- **Professional Development:** Maximizing teacher communities and expert groups.
- **Promotion Basics:** How social media advertising works and what to watch out for.

MODULE 3 – A Guide to the World of Digital Youth

- **Current Trends:** Where do our students spend their time? (TikTok, Instagram, Snapchat, Tellonym).
- **The YouTube & Pinterest Phenomenon:** Using video and visual inspiration as educational resources.
- **New Threats:** The specifics of communication on anonymous and "vanishing" platforms.

MODULE 4 – Online Communication and Content Pitfalls

- **Modern Messengers:** Safe and effective use of WhatsApp, Messenger, and Signal.
- **Video Communication:** Etiquette and principles of professional video calls.
- **Information Hygiene:** Recognizing fake news, viral hoaxes, and manipulative content.

MODULE 5 – Digital Footprint and Privacy

- **Footprint Analysis:** What does the internet know about us?
- **The Teacher's Personal Brand:** What (not) to upload and how to protect your private sphere.
- **Digital Identity Management:** Can we influence what search engines show about us?

MODULE 6 – Cybersecurity for Teachers and Schools

- **Security Strategy:** Risk prevention from an institutional and pedagogical perspective.
- **Case Studies:** Real threats and stories from the school environment—lessons from practice.
- **Crisis Scenarios:** What to avoid in a teacher's daily online life.

MODULE 7 – GDPR and Legislation in the Digital World

- **ICT and Data Protection:** The practical impact of GDPR on daily school technology use.
- **Rights and Responsibilities:** Handling student data (photos, lists, emails) correctly.

MODULE 8 – Netiquette and Digital Culture

- **Online Ethics:** Rules of conduct for the web and online discussions.
- **Publishing Standards:** Creating professional, factual posts and comments.
- **Legal & Ethical Boundaries:** Freedom of speech vs. legal and moral limits on social media.

Costs and Funding

From the moment you arrive in Lisbon, we will take complete care of you.

- **Course Fee: €560**
- **Organizational & Individual Support: €990**
  - Includes accommodation, full board (meals), airport transfers, and all educational outdoor activities.

Contact: info@meiocourses.eu