

A COMMUNICATION PROJECT AIMED AT
STUDENTS OF THE UNIVERSITY OF PADOVA

WE SOCIAL. AND YOU?



UNIVERSITÀ
DEGLI STUDI
DI PADOVA



**DIGITAL STORYTELLING
ABOUT THE SCHOOL OF
AGRICULTURAL
SCIENCES AND
VETERINARY MEDICINE**

—
For students by students

A non-formal education proposal

**TWO SEMINARS ON
COMMUNICATION AND
SOCIAL MEDIA STRATEGIES**

29 November

13 December

**5 "SOCIAL-MEDIA LABS" (15
HOURS) FOR 36
STUDENTS OF AC / BAL
/SIA**

from January 10

**EDITORIAL STAFF
COMPOSED BY STUDENTS
FOR IMPLEMENTING TWO
SOCIAL MEDIA ACCOUNTS
(IG + FB)**

from January

FUN AND NEW PEOPLE :)



OBJECTIVES

TO COMMUNICATE THE CAMPUS LIFE, BUILD A COMMUNITY AMONG STUDENTS AND ENGAGE OTHER STUDENTS TO TAKE PART IN IT

TO LEARN CROSS-CULTURAL SKILLS, THAT CAN BE USEFUL FOR COMMUNICATING YOURSELF AND YOUR WORK

TO BETTER UNDERSTAND SOCIAL MEDIA, FROM A PROFESSIONAL POINT OF VIEW



**STUDENTS' LIFE, PROFESSORS'
ACTIVITIES AND RESEARCH RESULTS
WILL BE LIVE ON SOCIAL MEDIA!**



FACEBOOK



INSTAGRAM

**WESOCIAL IS A NON FORMAL
EDUCATION ACTIVITY AND IT WILL
BE RECOGNISED BY THE
UNIVERSITY.**





SIGN UP!

**ON MONDAY NOVEMBER THE 4TH
WE WILL PUBLISH THE FORM FOR
SIGNING UP ONLINE.
YOU WILL FIND IT ON THE WEBPAGE OF
YOUR COURSE.**

**SAVE THE DATE TO BE SURE TO BE PART
OF THE PROJECT!**

HERE WE ARE

THE TEACHERS



CHIARA DI BENEDETTO

Specialist in science communication, focusing on public awareness and public engagement. She is Professor at the University of Padova, courses of Animal Care, Communications studies and at the Master Degree in Science Communication

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ANNA CORTELAZZO

Social Media Strategist. She's responsible of the IG account "BoLive", the journal of the University of Padova. She has taught in private and public sectors and on the Master Degree of Science Communication.

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