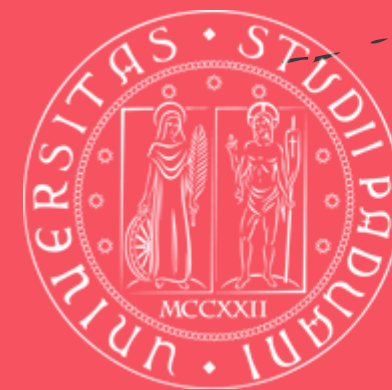


A COMMUNICATION PROJECT AIMED AT  
STUDENTS OF THE UNIVERSITY OF PADOVA

# WESOCIAL. 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  
Padova - Fiore di Botta  
via del Pescarotto 8

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

from January 10  
location to be defined

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

from January

**FUN AND NEW PEOPLE :)**



# OBJECTIVES

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

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

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**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

<https://www.facebook.com/chiarezzadb>



### **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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