



GREEN REPORTERS PROJECT

ON LINE SEMINAR N. 1

SPEECH by Giannis Aggelakis





INTRODUCTION

➤ TOPIC OF THE SPEECH

Online content creation, use and sharing through social media, creation tools & free software

➤ ‘WHY’ THIS SUBJECT

- Communication landscape has changed for ever. Digital Tools are for every need: it's not what we can do with them, it's HOW and WHEN we use them





BODY OF THE SPEECH

THE KEY POINTS

1. Presentation of some selected mainstream tools (all with free basic access):

- Photo video creation & editing – CANVA
- Content Inspiration & Formating - COPY.AI
- Content Automation & Recipes – IFTTT
- Photo Editing & Design
- Database, PEXELS (great quality free use photography)

2. Case Studies selected:

- How to restructure and disseminate content, WORLD ECONOMIC FORUM
- How purpose driven brands can thrive in business, PATAGONIA
- GREENPEACE Crowdfunding New RainbowWarrior
- How people can make change, The HIGHLINE; TOMs SHOES





BIBLIOGRAPHICAL REFERENCES

WORLD ECONOMIC FORUM

<https://www.linkedin.com/company/world-economic-forum/>

<https://www.instagram.com/worldeconomicforum/>

PATAGONIA

<https://eu.patagonia.com/gr/en/stories/dont-buy-this-jacket-black-friday-and-the-new-york-times/story-18615.html>

<https://www.unilever.com/news/news-search/2019/brands-with-purpose-grow-and-here-is-the-proof/>

GREENPEACE Crowdfunding New RainbowWarrior

<https://digital-examples.blogspot.com/2011/02/crowdfunding-new-rainbow-warrior.html>

The HIGHLINE

<https://www.youtube.com/watch?v=oH5rs2ktazQ>

TOMs SHOES

<https://www.youtube.com/watch?v=UOFLZ8hePRk>

