

## MODULE 2: Integrating & re-elaborating digital content

### LEARNING OUTCOMES

By the end of this topic, you will be able to:

- Choose the right publishing platform
- Upload the content to the digital publishing platform
- Track reactions and engagement level

### REFERENCES

<https://www.facebook.com/business/help/2094583417443686> – Facebook key guidelines

<https://www.tiktok.com/community-guidelines?lang=en> – TikTok key guidelines

### DATA TOOLS AND RESOURCES NEEDED

Explorer level: account in publishing tool to upload the content

Expert level: layout design, seo-friendly hashtags and description

### ADDITIONAL RESOURCES

<https://www.youtube.com/watch?v=Zr3FcXeDZFc> – example of a simple-animated video