IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	A new website for ACICOM
Thematic area	✓ *Development or improvement of the company website* ☐ *Development or improvement of the visual identity of the company* ☐ *Development or improvement of the Social Media Marketing strategy*
Link to the Video	*https://youtu.be/wJkzWmdz16Y*
Description of the context	ACICOM, Citizenship and Communication Association, was born in 2009 in Valencia with the aim to protect the citizens' right to access information, free expression and communication. The association works on improving the quality of the citizens' digital media diet, also trying to reduce the digital gap through workshops on communication techniques for both individuals and civic association, debates, conferences, press initiatives, etc. ACICOM is also officially recognized as a Consumers' Association. The association has a 1.0 website and is planning to set up a new 3.0 website, which will integrate some technical solutions, like electronic newsletter, etc. The aim is to structure all the information in a simpler way and to reach out segmented audiences. It should also be more interactive and, at the same time, user-friendly. Although the available resources are not many, the association cares a lot about "social marketing" and try to reach out new audiences using social media, especially Facebook. Social media usage is quite limited to Facebook as this is the simplest channel that the majority of the board members are familiar with the most.
Practical activity to be performed Results to be achieved	***Activities*** *Go through and analyse the Video interview to ACICOM President and understand is expectations* *Imagine and design a new website proposal as you should present it to the association board members.* ***Results*** *1 new website proposal*
Guidance, suggestions and mistakes to avoid	• Analyse the existing website to keep in mind the elements that association is happy with in order to integrate them in the new proposal • Search for 3 similar associations' websites and keep note of some innovative elements • Listen very carefully to the needs expressed in the video • Get it interactive and modern but no too sophisticated.