

Didaktik- Forum2020

**My students just
opened the main
entrance for me**

the “back stage”



People used to ask these last months, especially academics, professors and teaching staff:
How do I connect with students virtually?

I found out it that it was the other way around.
Why?

I will try to explain shortly.

Native people

These new generation has always been there...

They have known this digital works 'for centuries'. They were born there. What I could notice, and since the first day of the pandemic "age", I would say they felt immediately at home.





And they were, in a sort of ways, my hosts. I really felt, sometimes, they were doing their best to take of me, and taking care of the other professors.

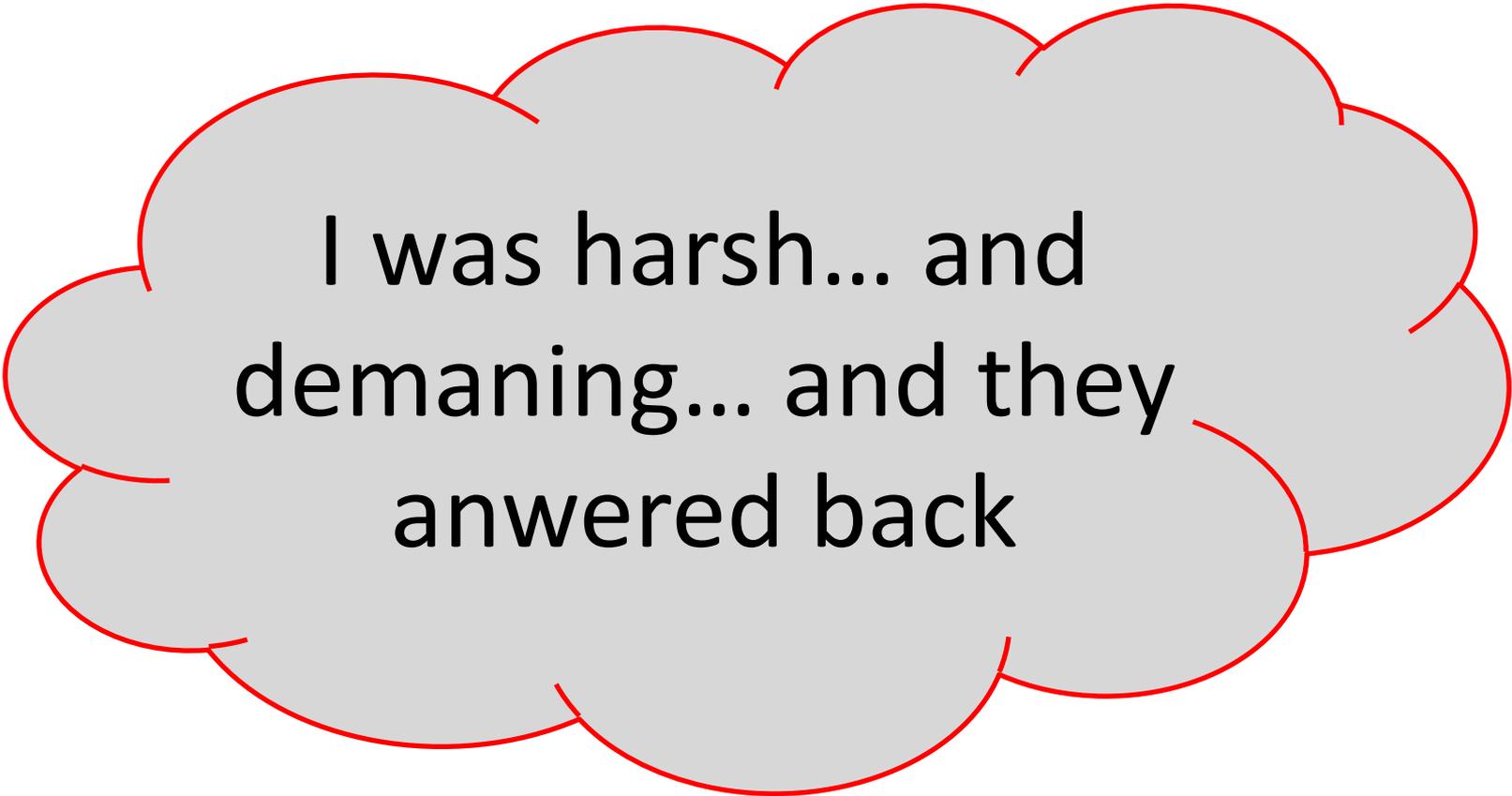
Swimming in a huge 'lake'

And they could, unconscious or not, empathize with our discomfort. They were, since the first moment, doing their best, to smoothly explain us how to take the best from the digital world.

So, they really had to be patient with us, 'the old ones'.

I learnt with them, technically and also all the soft competencies one has to have to be on line with success.

Some of the study cases they developed during the time of “being locked in inside their homes”



I was harsh... and
demanding... and they
answered back



The problem of mandatory pandemic isolation

Social Marketing

João Perdigão | Marciano Rodrigues

Analyzing the effects that isolation has had on people, in order to understand what problems brought them, or if it even affected them in a positive way

WE WERE ABLE TO UNDERSTAND A LITTLE BETTER THE PROBLEMS THAT PEOPLE HAD WHILE BEING CONFINED, WITH **ANXIETY AND BOREDOM** BEING THE MOST COMMON.

... most people took the opportunity to have **healthier lifestyle habits** and exercise much more exercise than they used to.



Levamos alegria às crianças hospitalizadas.

Vista a t-shirt e faça uma criança sorrir.

Compre uma t-shirt por 5€ no Continente. 1€ reverte a favor da Operação Nasiz Vermelho.



NASIZ VERMELHO
www.nasizvermelho.pt

CONTINENTE

O MANEL QUERIA SER ASTRONAUTA. AGORA QUER SER DR. PALHAÇO.

Compre uma t-shirt por 5€ no Continente. 1€ reverte a favor da Operação Nasiz Vermelho.

NASIZ VERMELHO
www.nasizvermelho.pt



A RITA QUERIA SER BAILARINA. AGORA QUER SER DRA. PALHAÇA.

Compre uma t-shirt por 5€ no Continente. 1€ reverte a favor da Operação Nasiz Vermelho.

NASIZ VERMELHO
www.nasizvermelho.pt



Seja doador

Envie um SMS com a palavra **AJUDAR** para 28595

Nós ligaremos em breve pra você



MEDICINS SANS FRONTIERES
MÉDICOS SEM FRONTEIRAS

Mafalda > Banco Alimentar

A Mafalda acabou de partilhar uma refeição com quem precisa.
#BancoAlimentar #alimentestaidea #redosocial



ADIRA A ESTA REDE SOCIAL

Aqui poderá partilhar o que é realmente importante.

alimentestaidea.pt
bancoalimentar.pt

20 de Novembro e 20 de Dezembro
Até às 23h00 - 20 de Novembro e 4 de Dezembro



#FAZEMOS PARTE



PLATAFORMA DE APOIO AOS REFUGIADOS

- Through the examples given, we see how Social Marketing moves in times of crisis, a type of marketing.
- Being so linked to causes and the awareness of our ideas and values is extremely important to its existence in these times of crisis, being them human, economic, or health viral crises like the one we are going through at the moment.
- It is necessary to know how to communicate and to know who to communicate with, it is with these small campaigns that we are able to change attitudes and thoughts in our society.



The idea behind this campaign came from the fact that we faced the problem in Portugal of abandoning dogs.

A ESPÉCIE PODE SER DIFERENTE
MAS A DOR É A MESMA

**NÃO ABANDONE
O SEU CÃO**

TORNE PORTUGAL UM SÍTIO MELHOR

The winner prize for photo, and message
(pretest survey for aim, impact and interest)



Marketing social campaigns in times of crisis

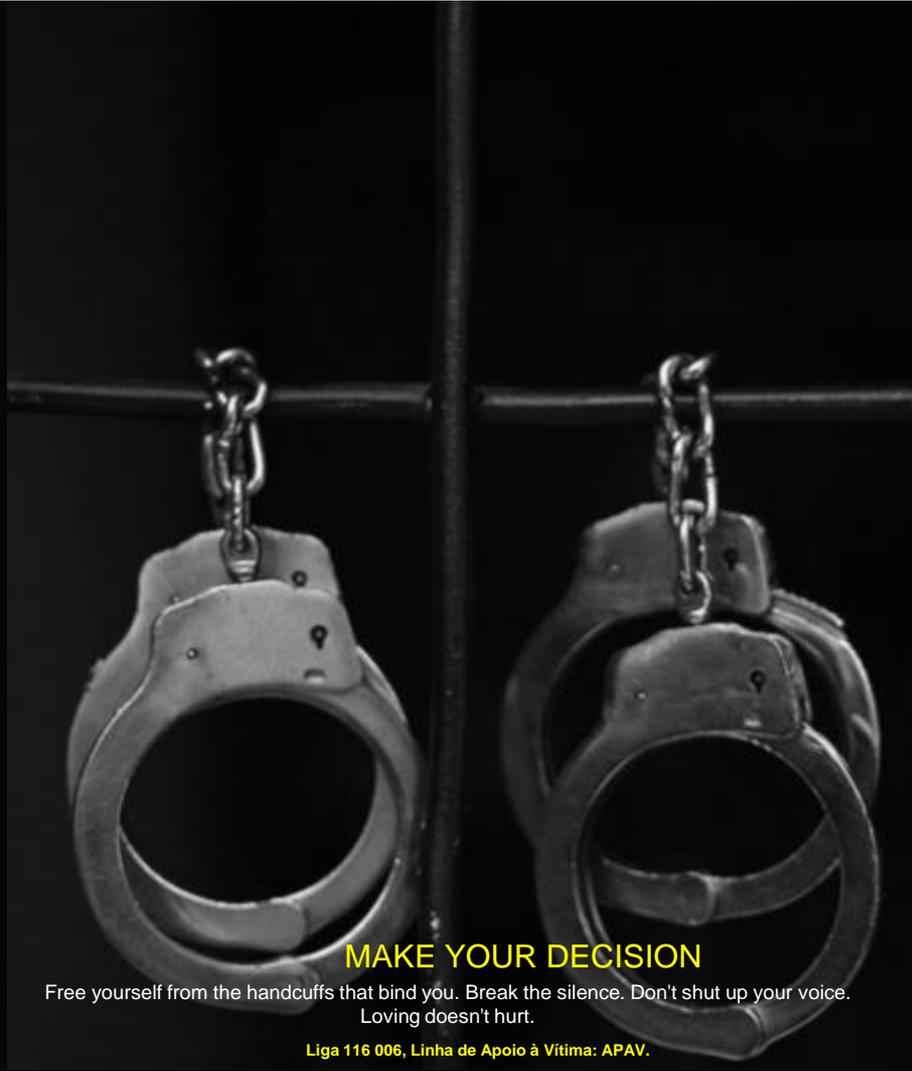
Sofia and Maria, after analysing with a survey about various campaigns developed in Portugal, their link with enterprises, and comparing the campaigns developed in France, Italy and Spain, they conclude:

it is possible to verify the lack of knowledge of social campaigns from part of the population, despite the fact that they are more aware of the help of others, and companies have been betting on their social responsibility

Papel do Marketing Social no Combate ao Preconceito Contra a Deficiência em Portugal



1. Although slow and with fluctuations, the employment in Portugal of people with disabilities and / or disabilities has been growing.
2. Companies and Associations in the fight against social exclusion have been increasingly constant.
3. Social marketing: a key tool to promote awareness and change attitudes in society.



MAKE YOUR DECISION

Free yourself from the handcuffs that bind you. Break the silence. Don't shut up your voice.
Loving doesn't hurt.

Liga 116 006, Linha de Apoio à Vítima: APAV.

Free yourself from the handcuffs that bind you. Break the silence.
Don't shut up your voice. Loving doesn't hurt.



Thanks!