



# Self-Directed Additional Resources

IO3 - Toolkit of Media  
Moderation Resources –  
Module 1



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## Self-directed Additional Resources

### SDLR-1

<b>Module Title</b>	<b>Module 1–Basic knowledge of effective community media production and distribution</b>
<b>Topic</b>	How to properly match the produced news to the correct media channels in order to get the best response
<b>Title of Resource:</b>	How to choose the right digital marketing channels for your message and audience
<b>Why use this resource?</b>	This interesting article will help you to identify the best way of getting your message across to each person on each channel.
<b>What will you get from using this resource?</b>	Using this resource will provide you with an essential knowledge on how to get the best response to your posts
<b>Link to resource:</b>	<a href="https://blog.metrixia.com/how-to-choose-the-right-digital-marketing-channels-for-your-message-and-audience">https://blog.metrixia.com/how-to-choose-the-right-digital-marketing-channels-for-your-message-and-audience</a>

### SDLR-2

<b>Module Title</b>	<b>Module 1–Basic knowledge of effective community media production and distribution</b>
<b>Topic</b>	Understanding Intellectual Property
<b>Title of Resource:</b>	Understanding Intellectual Property (IP)
<b>Why use this resource?</b>	That interesting and short video about Intellectual Property (IP) and how it refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
<b>What will you get from using this resource?</b>	Using this resource will provide you with an essential knowledge on different aspects of intellectual property
<b>Link to resource:</b>	<a href="https://www.youtube.com/watch?v=UqZJPuyK9VY">https://www.youtube.com/watch?v=UqZJPuyK9VY</a>

### SDLR-3

<b>Module Title</b>	<b>Module 1–Basic knowledge of effective community media production and distribution</b>
<b>Topic</b>	Copyright issues
<b>Title of Resource:</b>	How copyright affects our future (TEDx re-cut)
<b>Why use this resource?</b>	That interesting TED talk will give you a fresh look on the topic of copyright issues
<b>What will you get from using this resource?</b>	Using this resource will provide you with an essential knowledge on the issue of copyright and so-called share culture
<b>Link to resource:</b>	<a href="https://www.youtube.com/watch?v=NGLcGVMAPxc">https://www.youtube.com/watch?v=NGLcGVMAPxc</a>

### SDLR-4

<b>Module Title</b>	<b>Module 1–Basic knowledge of effective community media production and distribution</b>
<b>Topic</b>	How to quote other people properly
<b>Title of Resource:</b>	How to Quote a Quote?
<b>Why use this resource?</b>	That and interesting read that will help you to identify the best way to properly quote
<b>What will you get from using this resource?</b>	Using this resource will provide you with an essential knowledge on the rules of quoting
<b>Link to resource:</b>	<a href="https://www.grammarly.com/blog/quotation-within-quotation/">https://www.grammarly.com/blog/quotation-within-quotation/</a>

## SDLR-5

<b>Module Title</b>	<b>Module 1–Basic knowledge of effective community media production and distribution</b>
<b>Topic</b>	Understanding and implementing GDPR
<b>Title of Resource:</b>	Guide to the General Data Protection Regulation (GDPR) - ICO
<b>Why use this resource?</b>	That complimentary guide on GDPR explains each of the data protection principles, rights and obligations. and summarises the key points you need to know.
<b>What will you get from using this resource?</b>	Using this resource will provide you with an essential knowledge on the topic of GDPR
<b>Link to resource:</b>	<a href="https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/">https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/</a>

# Wires - Crossed



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