



Lifelong
Learning
Programme

In this edition of e-newsletter you can find descriptions of the two social media services: Pinterest and YouTube. We invite you to read.

- *Pinterest Description*
- *YouTube Description*

- *Meeting in London*
- *Join GIVE Project on the SOCIAL MEDIA Channels*

Pinterest Description

Pinterest is a social bookmarking site where users collect and share photos of their favourite events, interests and hobbies. It has become one of the fastest growing social networks online, Pinterest is the third-largest such network behind only Facebook and Twitter.

Pinterest

Basic membership is free, paid – premium services are available and include services larger numbers of pages better search tools, information about profiles, reporting, etc.

Pinterest is a good way to achieve several goals:

- ✓ virtually meet people with similar interest;
- ✓ commercially learn how your competition is doing;
- ✓ promote your company, its services and products;
- ✓ get introduced to many people with

which you might cooperate;

- ✓ find potential customers;
- ✓ advertise your products and services through catalogue type pages;
- ✓ Indirectly create a free Search Optimisation Tool;
- ✓ create a presence;
- ✓ stay informed about products and items of interest;
- ✓ be found, a trader, marketer, expert or enthusiast;
- ✓ create and maintain your online profile, listing your products experience.

As for VET professionals, possibly not all of those really apply as they can only hyperlink images to web-sites, therefore Pinterest has limited ability to relay text information without hyper-linking to other websites/sources of information.

YouTube Description

YouTube was founded In February 2005. Billions of people can discover, watch and share original videos here. YouTube offers a forum where users can connect, inform, and inspire mutually and a distribution platform destined for originators of

originally-created works and large and small advertisers.



YouTube can be used as highly effective business tool:

- ✓ promote your company, its services and products;
- ✓ advertise your products and services;
- ✓ discuss with others;
- ✓ show your expertise;
- ✓ share knowledge;
- ✓ connect with customers, colleagues, prospects;
- ✓ create short videos of valuable tips of interest to your clients and prospects to show off your expertise;
- ✓ put together a creative video explaining your product or service;
- ✓ post links to your videos on various social networks;
- ✓ promote your events using recordings of previous events ;
- ✓ show your product in action using movie trailer-style: fast, creative and catchy.

Meeting in London

On 22-23 April 2013 in London took place a fourth meeting of the project partners GIVE. At the meeting there was discussed platform for distance learning created in framework of the project and content previously prepared by the partners, which are under implementation. Partners also discussed in detail the

other modules - Practical and Evaluation module and testing process, which will start in the fifth work package.



The next meeting will take place in September 2013 in Palermo.

Join the GIVE Project on the SOCIAL MEDIA Channels

To follow up project activities and network with VET professionals, visit:

-  <http://www.give-project.eu>
-  <http://give-project.eu/facebook>
-  <http://give-project.eu/linkedin>
-  <http://vimeo.com/giveproject>



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