



Education and Culture DG

Lifelong Learning Programme

In the era of the current technology, where the data of employees and employers operating on the labour market is widely available online, the key skill is the ability to use the ICT tools. They enable effective use of communication channels in terms of education, work and performance of professional duties related to individual jobs.

- *Reasons for using Social Media*
- *End of research*

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

Reasons for using Social Media

Social Media are all around. Your friends talk about them, companies take advantage of some services. You hear Facebook, LinkedIn, YouTube, Pinterest... Do you think it is waste of time? It depends. You can use them for having fun but also for many other reasons. Whether you are a Teacher, a student, an entrepreneur or an employee, with Social Media you can:

- ✓ **create Digital Identity**
- ✓ **become social and expand your horizons**
- ✓ **improve your teaching/learning opportunities**
- ✓ **address the change**
- ✓ **access contextual information**
- ✓ **publish, communicate and share faster knowledge/product/services**
- ✓ **acquire new skills and literacies**
- ✓ **access resources, people and organizations you could not reach**
- ✓ **be easily contacted by others**

... and even if you think you don't need the above, you can't simply ignore Social Media. They became a part of our lives and economy.

End of research



The research lasted almost six months and was divided into three stages. The areas included in the research, in individual countries participating in the project, were predominantly inhabited by the population dwelling in rural areas.

The desk research involved a detailed analysis based on existing and available data. Quantitative research based on a questionnaire for self-completion was conducted among VET professionals, the youth living in rural areas and employers. Focus groups aimed to initiate a discussion instead of individual responses to formal questions and produce qualitative data.



A group of VET Professionals in each country was asked about perceptions, opinions, beliefs and attitudes towards using Social Media in education of young people living in rural areas.

In the UK, research was undertaken across Devon as it represented a cross dimensional view across rural and urban areas and levels of population. In Bulgaria the research was conducted in regions of Veliko Tarnovo, Smolyan, Stara Zagora and Sofia. The Spanish research was conducted in the rural areas of Ponteceso y A Coruña while in Italy it was Palermo region. In Poland the research included respondents from Podkarpackie Voivodship.

Partners collected 750 questionnaires for the quantitative research. 250 students and youngsters from rural areas, 250 companies working with young people coming from rural areas and 250 VET professionals working with young people from rural areas filled in the questionnaires specifically prepared for each target group.

All results were gathered in the common GIVE report from research which also includes recommendations for preparation of the GIVE platform.

Meeting in Bulgaria

Second project meeting took place Bulgaria. The partners gathered in Bansko in order to review research results and discuss the best possible ways for including the findings into the planned transfer.



Join GIVE Project on the SOCIAL MEDIA Channels

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

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

