



Lifelong
Learning
Programme

In this edition of e-newsletter you can find descriptions of the two social media services: LinkedIn and Twitter. Moreover, you will know how will look testing of e-learning platform. We invite you to read.

- LinkedIn description
- Twitter description

- Testing of e-learning platform
- Join GIVE project on the SOCIAL MEDIA channels

LinkedIn description

LinkedIn is a social network website, aimed at professionals and especially networking. As for mid-2012, LinkedIn has over 175 million users in 200 countries. Basic membership is free, paid – premium services are available and include services like InMail, better search tools, information about profiles, reporting, etc.



LinkedIn is a good way to achieve several goals:

- ✓ Virtually meet people with similar business interest;
- ✓ Know what and 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;

- ✓ Discuss with others;
- ✓ Be found if someone is looking for Expertize you might have;
- ✓ Find a job;
- ✓ Use applications in your work, like slideshare, box, etc;
- ✓ Stay informed about the news;
- ✓ Be found, as potential employee, advisor, expert, etc;
- ✓ Create and maintain your online profile, listing your expertise, languages, experience, professional goals and many more.

As for VET professionals, possibly not all of those really apply, but LinkedIn is a great way to be informed about developments in the labour market, social trends, politics, to share knowledge and learn at the same time. It is also a modern method to connect with students and learners. LinkedIn is accessible via mobile application, what allows for interactions even on the move..

Twitter description

Twitter is a social network website, aimed at networking. As for mid-2012, Twitter has over 500

million users in more than 200 countries. The service is available in many different languages, the most recent translations are in Chinese, Hindi Filipino and Malay, The translation Centre is working to prepare the Swedish version, Norwegian, Danish, Finnish, Polish and Hungarian one. Twitter is accessible from every device allow to internet connection, laptops, smartphones, Ipads, than Basic membership to use Twitter is free.



Twitter is a good way to achieve several goals:

- ✓ Virtually meet people with similar business interest;
- ✓ Know how the world is doing;
- ✓ Know how people close and far from you are doing;
- ✓ Promote your company, its services and products;
- ✓ Find potential customers;
- ✓ Advertise your products and services;
- ✓ Discuss with others;
- ✓ Be found if someone is looking for Expertise you might have;
- ✓ Find a job;
- ✓ Stay informed about the news.

Twitter found a very perfect combination easy and to use, as the days run fast, you can read a TWEET, a message of 140 characters (max limit), this is how it's called the twitter update, and if you're more interested in the article or paper you can click on the link below and read the whole information, this mostly happens in case you are a follower of some newspapers or some public organizations. As a VET professional you can easily

start to know which are the news in your sector, what competitors do, and to diffuse what you are doing among students and learners.

Testing of e-learning platform

Another stage of GIVE project is about testing the content published on the e-learning platform and the platform itself. During the first phase, the content prepared by the partners will be tested internally as soon as it is uploaded to the platform. The aim of the first phase of testing is to locate bugs and errors in the platform, modules and the content from the perspective of different browsers. In the second phase EAG experts will be asked for feedback on the e-learning platform, the practical and evaluation modules, together with courses from the training and sensitization modules. The third phase of testing is going to include VET professionals.

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>

