



Education and Culture DG

Lifelong Learning Programme

*The amount of information generated under any educational subject is simply big enough so anytime you publish something you contribute to the "noise" generated in the networks. Publishing today is easy. Smart and proper publishing is a challenge.*

- Proper use of Social Media
- Start of the transfer

- Further tasks
- Join GIVE Project on the SOCIAL MEDIA Channels

### Proper use of Social Media

Social media tools are evolving and changing, every day you can find new features which brings new DO's and DON'Ts. Users should know Netiquette which is a set of social conventions that facilitate interaction over networks. There is no doubt about the benefit of using social media networks but DON'T use all of them. Use the ones that serve best to what you DO.

#### Suggestions of DO's on any social media:

- ✓ inspire participation among students, workers, owners of companies, teachers,
- ✓ connect their creative minds to develop new ideas and services of change processes,
- ✓ share results of your efforts in all possible social media and groups,
- ✓ continue development of new ideas and possibilities that may require to introduce new visions and concepts.

#### Suggestions of DON'Ts on any social media:

- ✓ don't replicate in social media the way you do things normally, do it differently, make innovations,

- ✓ don't give up when the system blocks you, only you can make the changes to happen.

### Start of the transfer

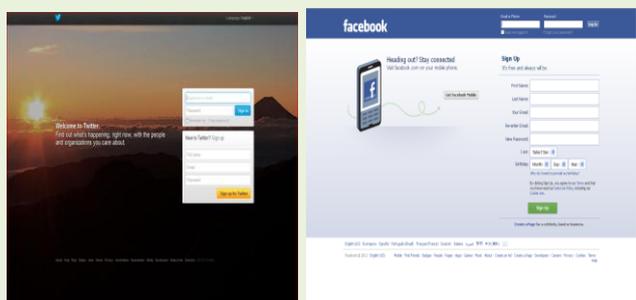
GIVE transfers four modules from previous project and adapts them according to the research findings:

1. Training
2. Sensitization
3. Practice
4. Evaluation

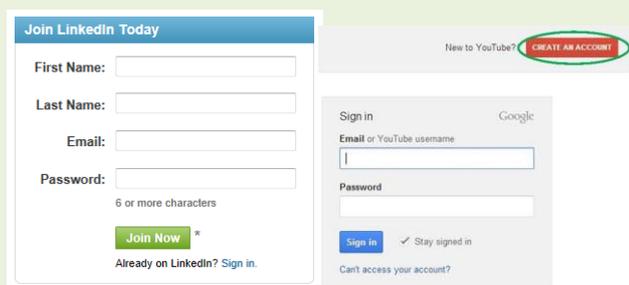
While Practice and Evaluation modules are still to be discussed in details, the first two are already in progress. Training module will include Operating system management, Internet skills – Web browser, Internet skills – e-mail, Working with photographic and video materials, WiFi and Computer security. These courses are now being implemented in the form of an e-learning courses, which will help people from the target groups in breaking the digital barrier of using ICT in their day-to-day work. The learning content is focused mainly on introducing basic skills which are required in order to utilise newest

technologies to take VET-related work to a new, digital level. As for now, the courses are being prepared by all partners from the project in English, which will then be translated to all foreseen languages and passed on to the testing phase.

According to the research conducted by the GIVE partnership, the most wanted social services are Facebook, LinkedIn,

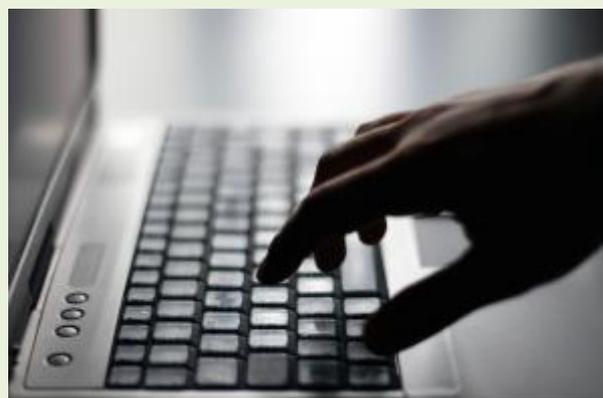


Twitter, YouTube, Pinterest and Instagram. The descriptions of services are being prepared in a user-friendly way which includes reasons for using a particular service and explanation of first steps after creation of an account. The most important goal of equipping professional advisors with the basics of the Web 2.0 services is to familiarise them with the possibilities that are available at their fingertips. By using social media tools, professional advisors will be able to interact with young people living in rural areas in a way, which they are familiar with and which is a natural way of communicating for them.



### Further tasks

While developing Training and Sensitization modules, partners of the GIVE project are trying to identify necessary elements to be implemented in the Practice and Evaluation modules of the model being transferred. The main focus is put on real needs of the professional advisors and the possibility to provide them with a complete package of information and tools they will find useful in their work.



### 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>



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