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NEETS AS SOCIAL MANAGERS FOR SMES

TESTING WITH CEDEFOP AMBASSADORS
FRIDAY 15TH SEPTEMBER 2023

Project Information

KA220 – VET: Cooperation Partnerships in Vocational
Education and Training

AGREEMENT NUMBER – **2021-1-ES01-KA220-VET-
000034691**

Project Duration = 30 Months

Start 1st November 2021
Finish 30th April 2024



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AGENDA

10.00–10.15 Opening By Cedefop

Cedefop's VET toolkit for empowering NEETs: Get to know how to use it

Irene Psifidou and Anthie Kyriakopoulou

10.15 – 10.20 The Follow-us Project

Quick Overview and objectives

Christian Esteva

10.20 – 10.35 The Follow-us Project

Presenting the Toolkit: Programme for NEETs, Upskill Course, Platform

Christian Esteva

10.35 – 10.50 The Follow-us Project

Testing and Evaluation

Clara Ubani

10.50 – 11:00 Questions and Answers

Cedefop Toolkit and Follow-us Toolkit



Organized by



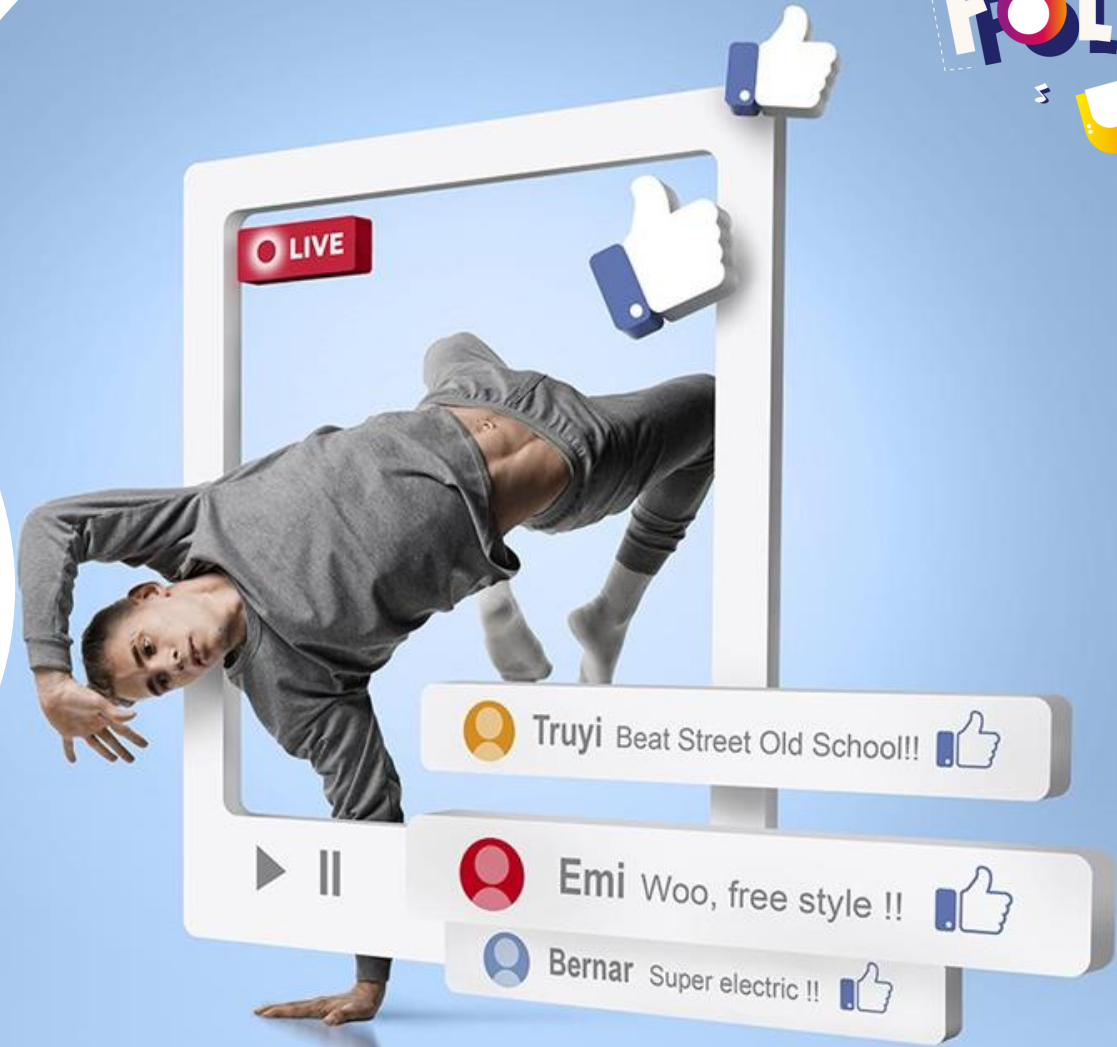
CEDEFOP

European Centre for the Development
of Vocational Training



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The Project Idea



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THE PROBLEMS



A high and increasing rate of
NEETs in Europe
(17,1% Eurostat 2020)



Skill gap in European SMEs,
and not effectively using
Social Media
(EC, 2020)

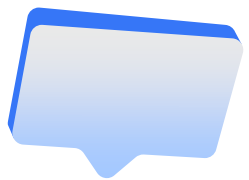


Socio-inclusion centres, lack
capacity, time or resources to
attend NEETs needs.



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“To use the existing digital and personal skills of NEETs to inspire, motivate and re-integrate them with innovative training tools, service and methods to develop their skills as Social Media managers and connect them to SMEs who need their services”.







MAIN GOAL



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Specific Goals



	Connecting and educating NEETs through a motivational training programme of Social Media
	Upskilling social workers in becoming Social Media Trainers
	Designing - The Follow-us Platform - where NEETS will be contacted by SMEs
	Providing SMEs with a tool that will function as a Social Media department



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TARGET GROUPS

NEET is an acronym for 'not in employment, education or training', used to refer to the situation of many young persons, aged between 15 and 29, in Europe. The aim of the NEET concept is to broaden understanding of the vulnerable status of young people and to better monitor their problematic access to the labour market. (EC, 2020)



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How are we going to do these things?



PR1

The Follow-us Training Programme for NEETs



PR2

The Trainer UpSkill Course



PR3

The Follow-us Platform



- 1.1. Personal Skills and Social Competences (C4E).
- 1.2. ICT (CWEP).
- 1.3. Language (WISAMAR): Discussion!

- 2.1. Social Media Platforms (T4E)
- 2.2. Posting Strategy (ITKAM)
- 2.3. Content I: Text (Polish CC)
- 2.4. Content II: Visual (CC Mallorca)
- 2.5. Scheduling (CCIPR)
- 2.6. Advertising (T4E)
- 2.7. Analytics and Monitoring (CWEP)



Division of Modules per partners

ICT	Language	Social Competences
Introduction to digital tools Basic Video Edition	Training in partners national language	Personal Skills
		Customer Service
Basic Image edition	Grammar	community engagement
Google drive/dropbox MS Office	Spelling ...	Relationship Building
		Responsive
Email ...	Basic English	Social Sharing
		Public Speaking
		Storytelling
General Subjects		
Specific Subjects		

Course Content Proposal



Introduction: What is Social Media	Social Media Platforms	Posting Strategy	Content I: Text	Content II: Visual	Scheduling	Advertising	Analytics & Monitoring
Introduction to the course: Explain objectives, schedule, learning outcomes. & grading. These 2 hours are crucial to motivate students and keep them engaged!	Facebook	Timing	Value of the message	Images	Introduction	Introduction	Introduction
	Twitter	* Morning/Eve.	The use of hashtags	Animations	Schedule Post	Campaign	KPI
	Instagram	* Times a week	Image description	Videos	Plan most successful content	The benefits of ads on each social platform	ROI
	Linkedin	* Times a day	Text extension	Logos	Schedule important events: campaigns, events, red days...	Target audience	Google analytics
	Snapchat	Audience	Text-to-image ratio	Image copyright		Ad formats	Facebook analytics
	Flickr	* Lean back		Tools			Twetdeck
	Youtube	* On the way	Typography	Canva		Other platforms	
	Pinterest	* Seatted	Format	Crello			
	EP Newshub	* Age	Tools	Typorama			
	Google +	* Gender	Hashtagify.me	PowToon			
	Reddit	*Interests	Grammarly				
		Right platform	Easy word count				
		Mood board					
Themes							



Draft chedule

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21	Day 22	Day 23	Day 24	Day 25	Total hours
ICT	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1						20
Language				1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			20
Social Competences	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1									1	1	20
Introduction: What is Social Media	2																									2
Social Media Platforms	1	2	2	1			1	1	1	1				1								1		1	2	15
Posting Strategy				1			1		1			1			1	1	1		1				1		1	10
Content I: Text					1	1		1				1				1		1		1	1		1	1		10
Content II: Visual					1	1				1			1					1	1	1	1	1	1			10
Analytics & Monitoring											1			1			1			1		1		1		6
Advertising												1			1			1			1		1		1	6
Scheduling											1						1		1		1	1		1		6
	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	125



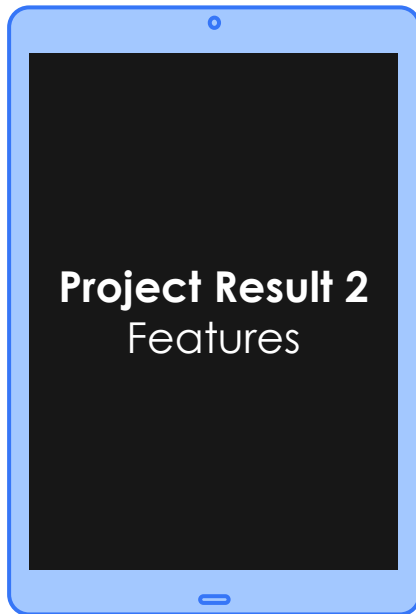
TIPS

- * "Language" should not be included during the first days as it may not be interesting for young students. Advanced subjects (analytics, scheduling) should not be included either as they might not have enough skills yet and could cause demotivation.
- ** Social competences, ICT and most relevant social media platforms should mark the kick off of the course as young people might be familiarised, an encouraging factor for those students lacking confidence.
- *** Analytics, Advertising & Scheduling should start on day 11, after 2 weeks of training, ensuring students possess enough skills to start those subjects.
- **** Last days: Social competences to better present themselves to SMEs.
- ***** The course can be adapted and implented according to partner countries educational guidelines.



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PR 2 - The Trainer UpSkill Course



F1

based on the NEETs Programme



F2

will train and educate Socio Inclusion workers in a new and effective manner to become knowledgeable and successful trainers of the Follow-us Training programme for NEETs.



F3

It will be structured in form of Modules and contain subjects of Social Media, Digital Marketing



F4

Key Competence training methods and Employment & Entrepreneurship support



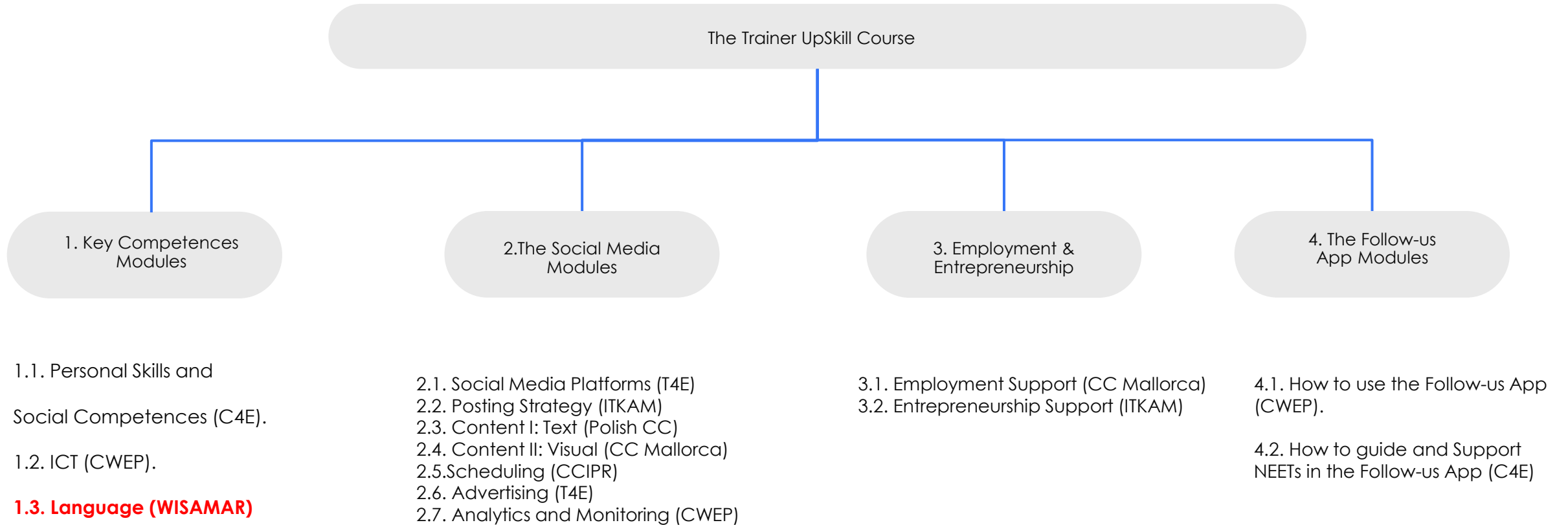
F5

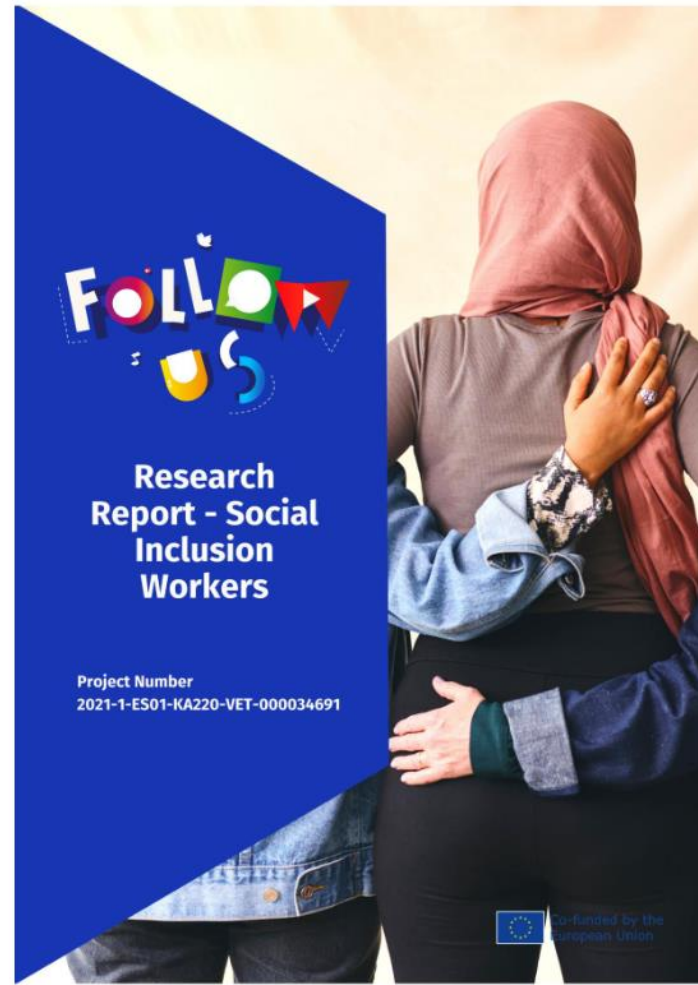
Trainers will also be trained in the use of the Follow-us Platform.



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The Trainer UpSkill Course





Research Phase



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ID	Module	Content	Subject/topics	Method 1	Activity 1	Type of Learning	Learning Objectives:	Assessment of achievement and attitude	Material	Time (hrs)
						Knowledge / Skill / Competence				
108	Social Competences	c) social Media	C.6 Audience diversity and specifics	Project based learning	Lecture + Activities. In class each student will reate an own "persona" defining: age, background, gender (if so), nationality?, hobbies. Then the teacher will choose different random posts and students will have to give their opinion onm how those personas will see that post.	Knowledge & Competence	LO: understands the different audience diversity, needs and how they would react to certain posts.	Results of the exerices + evaluation rubric	Handouts with "personas" forms	1
109	Social Media Platforms	J) TikTok	J.1. Main consumers	Story-telling	Case study	Knowledge	LO1: Understands the different features of TikTok for business; LO2: Describe TikTok engagement system; LO3: Create a TikTok business account	Presentation of a TikTok trend	Handouts	1
			J.2. Content sharing	Story-telling	Case study	Knowledge				
			J.3. Engagement system	Direct Instruction	exercises.	Knowledge & Skills				
			J.4. Create a TikTok business account	Experiential Learning	Planned Activity	Competence				
			J.5. Features of Pinterest business profile	Direct Instruction	exercises.	Knowledge & Skills				
110	Content I: Text	b) softwares	B.4. Easy word counts, emojis, memes etc	Direct Instruction	Practical writing, teamwork exercise	Knowledge and skill	Increasing an awareness and skills required to produce proficient socialmedia posts	One practical test for all the skills	Handouts	1
111	Analytics & Monitoring	Social media monitoring	D.4. SM Monitoring Tips	Direct Instruction	A combination of lectures, reading, videos.	Knowledge Only		Quiz	Handouts	1
	Advertising	E) Ad formats	E.1. Static ad formats	Direct Instruction	A combination of lectures, reading, videos, and teamwork exercises.	Knowledge	LO1: Enumerate types of ad formats; LO2: Describe the characteristics of specific ad format; LO3: Review ad formats through user experience	Presentation of a specific ad format	Handouts	1
			E.2. Interactive ad formats	Direct Instruction	A combination of lectures, reading, videos, and teamwork exercises.	Knowledge				
			E.3. Examples of ad formats for social media platforms	Story telling	Case study	Knowledge				
			E.4. How to create ad formats	Simulation	Creating an ad format	Knowledge & Skills				

Research Phase



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PR-3 The Follow-us Platform



F1

Web and Mobile Platform that will allow SMEs to request free social media services in form of one-off jobs



F2

The app will furthermore enable students to gain experience, create a network of contacts, and increase employability.



F3

Offer NEETs a Community Manager certificate after successfully completing 10 one-off jobs (traineeship).



F4

Trainers will also have their place in the App by interacting with students to answer possible questions or difficult situations that may appear.

Suggested social media manager social media posts social media design social media content social media management social media templates social media kit

Results for "social media"

Category Service Options Seller Details Budget Delivery Time Pro services Local sellers Online sellers

20,525 services available Sort by Relevance

anuradha2u
Level 2 Seller
I will be your personal social media manager to boost your business ROI
★ 4.9 (528)
STARTING AT €46⁸⁸

nizzar
I speak Spanish +3
I will design your content for social media, posts, stories,
★ 5.0 (32) **Pro** VERIFIED
STARTING AT €328¹³

inspiradu
Level 1 Seller
I will be your social media manager and content creator
★ 4.9 (10)
STARTING AT €281²⁶

elitedigital0
Level 2 Seller
I will be your social media marketing manager and content creator
★ 5.0 (87)
STARTING AT €112⁵⁰

TESTING



Welcome to the
Follow-us
Platform!



Ready to become the next
Social Media manager?

[Register as a student](#)

Want to increase your
business with social media?

[Register as a company](#)

Want to supervise your
students work?

[Register as a Mentor](#)



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TESTING



[Link to platform](#)

[Link to evaluation module 1](#)

[Link to evaluation module 2](#)

[Link to evaluation module 3](#)



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