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 1\textsuperscript{st} November 2021
Finish 30\textsuperscript{th} April 2024
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
The Project Idea
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.
“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

Co-funded by the European Union
## Specific Goals

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecting and educating NEETs through a motivational training programme</td>
<td>of Social Media</td>
</tr>
<tr>
<td>Upskilling social workers in becoming Social Media Trainers</td>
<td></td>
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<tr>
<td>Designing - The Follow-us Platform - where NEETS will be contacted</td>
<td>by SMEs</td>
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<tr>
<td>Providing SMEs with a tool that will function as a Social Media department</td>
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</tbody>
</table>
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)
How are we going to do these things?

<table>
<thead>
<tr>
<th>PR1</th>
<th>The Follow-us Training Programme for NEETs</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR2</td>
<td>The Trainer UpSkill Course</td>
</tr>
<tr>
<td>PR3</td>
<td>The Follow-us Platform</td>
</tr>
</tbody>
</table>
PR1 - The Follow-us Training Programme for NEETs

What is it?

- **F1**: An innovative full educational plan aimed at training, motivating, and re-activating NEETs by using Social Media as core content.
- **F2**: 125 hours will be tailor-made for the projects' target groups and will enable them to become Community Managers.
- **F3**: F2F – but making the resources available to be taught online.
- **F4**: DACUM Methodology
- **F5**: Key Competences & Social Media Modules
1. Key Competences Modules

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

2. The Social Media Modules

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)
## Course Content Proposal

<table>
<thead>
<tr>
<th>Language</th>
<th>Social Competences</th>
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<tbody>
<tr>
<td>ICT</td>
<td>Personal Skills</td>
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<tr>
<td></td>
<td>Customer Service</td>
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<td>Community engagement</td>
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<td>Storytelling</td>
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<td>Basic Video Edition</td>
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<td>Basic Image edition</td>
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<td>MS Office</td>
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<td>Email</td>
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<td>Basic English</td>
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</tbody>
</table>

### General Subjects
- Training in partners
- National language
- Basic English

### Specific Subjects
- Introduction: What is Social Media
- Social Media Platforms
- Posting Strategy
- Content I: Text
  - Facebook: Timing, Value of the message
  - Twitter: *Morning/Eve.*, The use of hashtags
  - Instagram: *Times a week*, Image description
  - LinkedIn: *Times a day*, Text extension
  - Snapchat: Audience
  - Flickr: *Lean back*, Text-to-image ratio
  - YouTube: *On the way*, Typography
  - Pinterest: *Seated*, Format
  - EP Newshub: *Age*, Tools
  - Google+: *Gender*, Hashtagify.me
  - Reddit: *Interests*, Grammarly
  - Right platform
  - Mood board
  - Themes
- Content II: Visual
  - Facebook: Images, Introduction
  - Twitter: Animations, Schedule Post
  - Instagram: Videos, Plan most successful content
  - LinkedIn: Logos, Schedule important events: campaings, events, red days…
  - Snapchat: Image copyright, Target audience
  - Flicker: Tools
  - YouTube: Typography, Canva
  - Pinterest: Format, Crello
  - EP Newshub: Tools
  - Google+: Hashtagify.me, PowToon
- Advertising
  - Facebook analytics: Target audience
  - Twitter: Ad formats
  - Instagram: Ad formats
  - LinkedIn: Ad formats
- Analytics & Monitoring
  - Facebook analytics: Facebook analytics
  - Twitter: Tweetdeck
  - Instagram: Other platforms

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Introduction to the course: Explain objectives, schedule, learning outcomes. & grading. These 2 hours are crucial to motivate students and keep them engaged!
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**Draft Schedule**

**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 implemented according to partner countries educational guidelines.

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[Co-funded by the European Union]
The Trainer UpSkill Course based on the NEETs Programme 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.

**Project Result 2 Features**

- **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.
The Trainer UpSkill Course

1. Key Competences Modules
   1.1. Personal Skills and Social Competences (C4E).
   1.2. ICT (CWE&P).
   1.3. Language (WISAMAR)

2. The Social Media Modules
   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 (CWE&P)

3. Employment & Entrepreneurship
   3.1. Employment Support (CC Mallorca)
   3.2. Entrepreneurship Support (ITKAM)

4. The Follow-us App Modules
   4.1. How to use the Follow-us App (CWE&P).
   4.2. How to guide and Support NEETs in the Follow-us App (C4E)
Research Phase
<table>
<thead>
<tr>
<th>ID</th>
<th>Module</th>
<th>Content</th>
<th>Subject/topics</th>
<th>Method 1</th>
<th>Activity 1</th>
<th>Type of Learning</th>
<th>Learning Objectives:</th>
<th>Assessment of achievement and attitude</th>
<th>Material</th>
<th>Time (hrs)</th>
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<tbody>
<tr>
<td>108</td>
<td>Social Competences</td>
<td>c) social Media</td>
<td>C.6 Audience diversity and specifics</td>
<td>Project based learning</td>
<td>Lecture + Activities. In class each student will create an own &quot;persona&quot; defining: age, background, gender (if so), rationality?, hobbies. Then the teacher will choose different random posts and students will have to give their opinion on how those personas will see that post.</td>
<td>Knowledge &amp; Competence</td>
<td>LO1: understands the different audience diversity, needs and how they would react to certain posts.</td>
<td>Results of the exercises + evaluation rubric</td>
<td>Handouts with &quot;personas&quot; forms</td>
<td>1</td>
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<tr>
<td>109</td>
<td>Social Media Platforms</td>
<td>J1 TikTok</td>
<td>J.1 Main consumers</td>
<td>Storytelling</td>
<td>Case study</td>
<td>Knowledge</td>
<td>LO1: Understands the different features of TikTok for business.</td>
<td>Presentation of a TikTok brand</td>
<td>Handouts</td>
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<td>110</td>
<td>Content &amp; Text</td>
<td>b) softwares</td>
<td>B.4. Easy word counts, emojis, memes etc</td>
<td>Direct instruction</td>
<td>Practical writing, teamwork exercises</td>
<td>Knowledge and skill</td>
<td>Increasing an awareness and skills required to produce proficient social media posts</td>
<td>One practical test for all the skills</td>
<td>Handouts</td>
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<tr>
<td>111</td>
<td>Analytics &amp; Monitoring</td>
<td>Social media monitoring</td>
<td>D.4. SM Monitoring Tips</td>
<td>Direct Instruction</td>
<td>A combination of lectures, reading, videos.</td>
<td>Knowledge Only</td>
<td>Quiz</td>
<td>Handouts</td>
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<td>Advertising</td>
<td>A) Ad formats</td>
<td>E.1. Static ad formats</td>
<td>Direct Instruction</td>
<td>A combination of lectures, reading, videos, and teamwork exercises.</td>
<td>Knowledge</td>
<td>LO1: Understands the different types of ad formats.</td>
<td>Presentation of a specific ad format</td>
<td>Handouts</td>
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<td>E.2. Interactive ad formats</td>
<td>Direct Instruction</td>
<td>A comparison of reading, videos, and teamwork exercises.</td>
<td>Knowledge</td>
<td>LO2: Describes the characteristics of specific ad format.</td>
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<td>E.3. Examples of ad formats for social media platforms</td>
<td>Storytelling</td>
<td>Case study</td>
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<td>LO3: Environments through user experience.</td>
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<td>E.4. How to create ad formats</td>
<td>Simulation</td>
<td>Deeping an ad format.</td>
<td>Knowledge &amp; Skills</td>
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Research Phase

Co-funded by the European Union
PR-3 The Follow-us Platform

**Features**

- **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.
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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 Member.

Co-funded by the European Union
CONTACT EMAIL

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Co-funded by the European Union

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