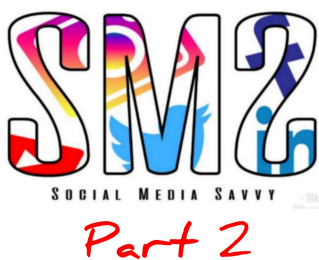


Social Media Savvy 2

August 2021 / SMS2 Newsletter 1

Introducing SMS 2



On page 2 we introduce the Social Media Savvy 2 (SMS2) Partnership. The SMS2 partner organisations are: Werkcenter Scotland (United Kingdom); Dutch Foundation of Innovation Welfare to Work (The Netherlands) and ARES (Italy).



Social Media Country Reports

In this newsletter we will publish some footage of the UK and Dutch Social Media Country Reports on Page 3

SMS 2 Days

Werkcenter Scotland and DFW2W organized SMS 2 Days on June 23th and 29th 2021, one digital event and one face -to- face event. Both events turned out to be 'pretty amazing'. More on page 6.

SMS Plaform - Beta Version

The Beta version of the SMS Platform is ready. On page 7 we explain all the progress made.

SMS 2 ZOOM Meetings

We have had SMS 2 Zoom meetings each month, since January 2021. This newsletter is one of the products which have been discussed and developed during the SMS 2 Zoom meetings.



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Introducing Social Media Savvy 2

This is the first newsletter of Social Media Savvy - Part 2 (2020-2-UK01-KA205-079587 - SMS2). SMS2 is the sequel of Social Media Savvy (2017-3-UK01-KA205-046578). The aim of Social Media Savvy - Part 2 is to facilitate a Social Media Savvy website with a separate SMS Platform. On top of that we will develop a social media savvy passport. We provide guidance, advice, tips and tricks on how to build a personal savvy brand ('the brand I', to help young people to create an attractive Social Media Savvy professional digital identity on their journey to work. SMS Part 2 is co-funded by the Erasmus+ Programme of the European Union.



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Social Media Savvy Country Reports

The Netherlands & The United Kingdom

By Desiree van der Heydt and Pieter van Schie

The SMS2 Country Reports will give background information about social media use and statistics targeted on young people still in school (potentially to graduate within 2 years) and/or recent graduates (age 14-24), entering the jobmarket. It will also help us developing the social media savvy platform and social media savvy passport. The idea is that all those young people have a lack of work experience, but have a lot of smartphone experience. So the only thing they do have is their own personal brand.



Part 2

Illustration



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A professional digital identity is the first step to gain any kind of formal work experience which will lead to a substantial improvement of career development. In this country report we will help to give a in-depth social media view of the SMS2 partner countries Italy, the Netherlands and United Kingdom in connection with job search and the world of work.

Social Media in the UK

There were 53 million social media users in the United Kingdom in January 2021 (Source Hootsuite). The number of social media users in the United Kingdom increased by 2.3 million (+4.4%) between 2020 and 2021. The number of social media users in the United Kingdom was equivalent to 77.9% of the total population in January 2021. The UK social media platform statistics haven't changed dramatically, except for the continued growth in popularity of TikTok. The average number of social media accounts per social media user in the UK is 6.9 (for 16–64-year-olds). There is dramatic user overlap too. This means that if you use social media it is almost certain that you use multiple platforms. Users will have a preferred platform and spend more time on it than on others but are still a potential audience for brands elsewhere too. More news about social media in the UK in our next newsletter.



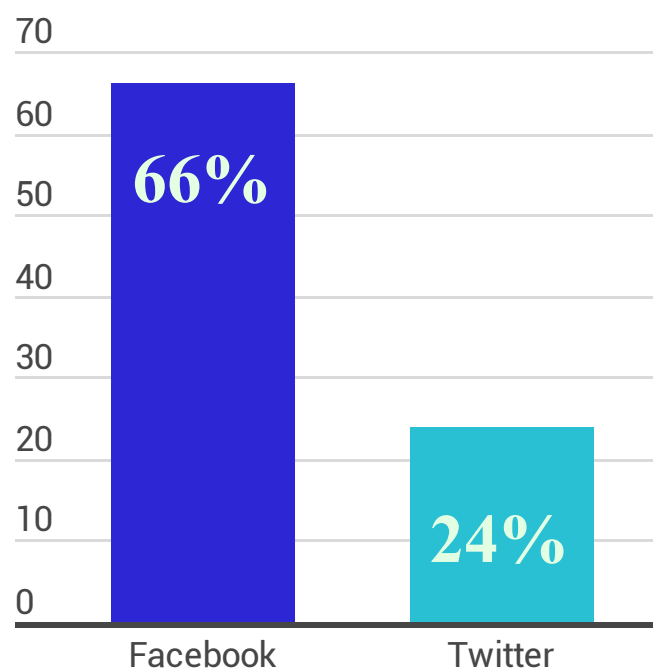
In the UK, Facebook now has a reach of 38 million people, which is unchanged from this time last year. That's 66% of the total UK population over 13 years old. WhatsApp is the most popular messenger app in the UK and also globally, with 2 billion registered users. A third of the global population! Of these, 50 million are WhatsApp Business users.


Dutch Social Media


A total of 13.7 million Dutch people are active on one or more social media. If you count WhatsApp as part of the social media - and that is a big if, because WhatsApp lacks public character - that platform is still by far the largest.

Facebook also ranks above 10 million Dutch users, and YouTube completes the top 3. The high position of Instagram is no longer a surprise, and LinkedIn is tapping the 5 million Dutch users for the first time, completing the top 5. The entire sequence has been relatively stable for years.

Currently, nearly 80% of young people aged 15 – 24 in the UK use social media. They visit social networking sites on a daily basis for various reasons including connecting with people and expressing their views.



 Social Media Use Twitter (UK)

 Social media Use Facebook (UK)





Don't use social media to impress people. Use social "media to impact people – Dave Willis (Entrepreneur)

Most used Jobsites (Vacancies sites) in the Netherlands

1. Indeed.nl
2. Nationalevacaturebank.nl
3. Werk.nl
4. Monsterboard.nl
5. Vacatures.nl
6. NederlandVacature.nl
7. Jobbird.com
8. Uitzendbureau.nl
9. Werkzoeken.nl
10. StepStone.nl

Top 6 Social Sites UK for finding a job

We made a list of the ten incredible social sites, which are looked at in the UK to help you in your job search. Some of these sites allow you to craft a resume, while others are networking platforms that contain job listings. By signing up for all ten, you increase your chances of getting a job and decrease the amount of time you'll spend searching for a new one. Three of the listed sites can be combined with other sites to be more impactful:

1. LinkedIn

LinkedIn is by far the #1 spot for job seekers, those currently employed, marketers who are looking to build lists and salespeople who are

seeking out new clients. With 35 million users, including recruiters and job seekers, LinkedIn is quite a hot spot.

2. Plaxo With Simply Hired

Plaxo is a social network that resembles LinkedIn to a certain degree.

3. Twitter With Blog or LinkedIn URL

Although Twitter is probably one of the best networking tools on the planet, it needs to be supplemented with a blog or LinkedIn profile. You get to add one URL to your profile, so choose wisely.

4. Jobster

Jobster is a powerful platform for networking with employers who are offering jobs, while you're searching. You can upload your resume, embed your video resume, showcase links to your site, your picture and tag your skills, which is a unique differentiator.

5. Facebook

There are two main ways of acquiring a job through Facebook. The first is to go to your Facebook marketplace, which lists job openings or other opportunities in your network. The second way to get a job using Facebook is to join groups and fan pages to find people with common interests and to network with them.

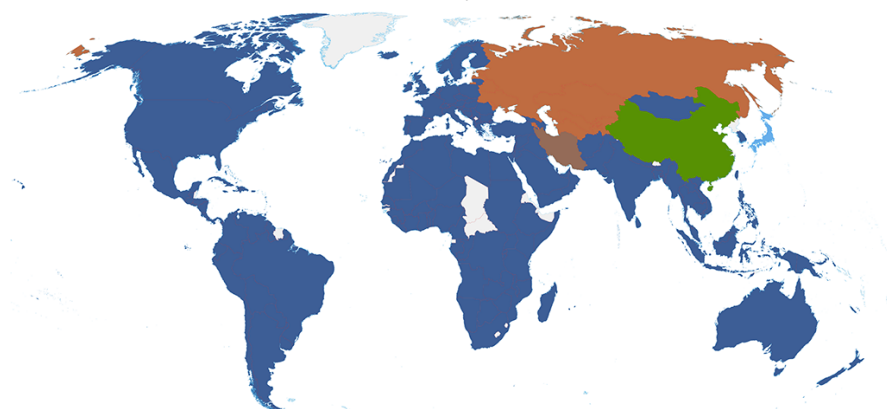
6. Craigslist

Craigslist is an extremely valuable job search tool if you're not looking to work for a big brand name company.



WORLD MAP OF SOCIAL NETWORKS

January 2021



Facebook WeChat V Kontakte
Twitter Instagram

credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: Alexa/SimilarWeb

Social Media World Map 2021

SMS 2 Days

The project Social Media Savvy 2 has organized digital SMS 2 Days (UK) on June 23th 2021 and Dutch SMS 2 Days in PLNT, Leiden on June 29th 2021.

The digital SMS 2 Days event turned out to be 'pretty amazing' and gave us very valuable feedback: 'Social Media Savvy should be more easy to find as a website'... The students also said that that "they expect guidance with the professionalizing of your own brand and achieving more visibility on social media".

The Dutch SMS 2 Days were organised, in collabouration with Comon, on a location in Leiden at PLNT with Leidse Hogeschool students. During these SMS 2 Days students presented their views about the possible strenghts and weaknesses of the Social Media Savvy 2 Project. On top of that students gave some feedback and advice as well:

- * Give tips and tricks in short videos
- * Share posts, videos and blogs consistently
- * Post on Instagram and Facebook
- * Set up a SMS page on LinkedIn as well.



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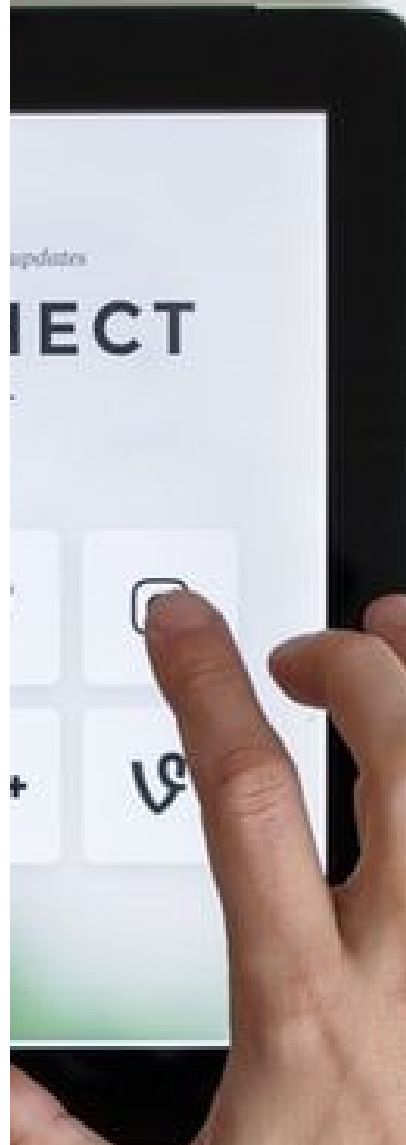
SMS Platform

The SMS Platform will be developed for collaboration, for an integrated access to all the 'job search' social media savvy and brand 'I' educational resources developed and used. The platform should also function as a Social Media Savvy Forum, where young people, teachers and trainers can find information, discuss and ask questions. The SMS platform should facilitate the answers and also function as a helpdesk.

The platform will use the Open Educational Resource (OER) approach. It offers high-quality self-study materials that are centered towards young people wanting to learn about being professional social media savvy, young jobseekers and young entrepreneurs. All didactic materials will be realized in digital format, available on line and free from copyright. This will allow re-use, changes and easy distribution. Currently a beta version is in the air.

The SMS Platform is exclusively focused on young people, teaching and training them to be a professional social media user and how to brand themselves savvy, preparing and supporting them for their first steps on the jobmarket and entrepreneurial steps, self-educating them, starting up their own business.

The learning platform, will be connected to the SMS website (www.socialmediasavvy.info) and is a framework of tools & services that work seamlessly together to deliver young people and entrepreneurs a centric social media learning experience by unifying educational theory & practice, technology and artificial neural network content (also using social media for educational purposes).



The Newsfeed on the SMS Platform should generate all relevant articles and blogs around (professional) social media use for the potential young jobseeker.



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