

Social Media Savvy 2

December 2021 / SMS2 Newsletter 2



Update SMS 2

On page 2 we update you on the Social Media Savvy 2 (SMS2) state of the art and what kind of partnership activities we have done so far.

The SMS2 partner organisations are: Werkcenter Scotland (United Kingdom); Dutch Foundation of Innovation Welfare to Work (The Netherlands) and ARES (Italy).

Transnational Project Meeting Campobasso

In this newsletter we will tell you what we have done during the transnational meeting on December 6th-7th at the ARES office in Campobasso, Italy.



Social Media Savvy Passport

Read more about our Social Media Savvy Passport on page 4.

SMS Platform - Newsfeed

The Beta version of the SMS Platform is ready. On page 5 we explain all the progress made.

Important SMS 2 dates Coming Up

- * December 28th 2021: Italian SMS 2 Days
- * January 2-8th 2022: Learning Mobilities Campobasso, Italy
- * May 18th-19th 2022: Dutch Transnational Project Meeting, Leiden, Holland
- * May 20th 2022: Dutch Multiplier Event

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Update Social Media Savvy 2

Introducing Social Media Savvy - Part 2

This is the second 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 and a SMS Platform as well. 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 profesional digital identity on their journey to work. The SMS Part partnership 2 is co-funded by the Erasmus+ Programme of the European Union.

Update

Despite the limitations and challenges, brought to you by the COVID-19 pandemic, the SMS2 project is on schedule and has no delays in the development of the platform and the SMS passport. However, the mobilities associated with the transnational project meetings and learning mobility had to rescheduled. That's why we started our project with an online kick off meeting (which should have taken place in Glasgow). The SMS2 transnational project meeting in Campobasso on december 6th-7th 2021 was the first face-to-face meeting of the SMS2 partnership (more about this meeting on page 3). Furthermore we had to reschedule our other activities to 2022. On page 1 we have highlighted the dates of the upcoming activities and dates in 2021 (Italian SMS 2 Days) and 2022 (Learning Mobility Campobasso).



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Social Media Savvy 2 TPM Campobasso

First Face-to-Face meeting partner organisations in Italy

By Carla de Vreij and Pieter van Schie

Due to the COVID-19 Pandemic it was the first time partner organisations ARES, Dutch Foundation of Innovation welfare 2 Work and Werkcenter Scotland met in person in Campobasso. Until December 6-7th 2021 the SMS2 partnership were forced to hold monthly online meetings. At the office of ARES we were able to get into detail on the progress made on the SMS Platform and the Social Media Savvy Passport.



Part 2



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TPM SMS2 Italy

The second Transnational Meeting of Social Media Savvy 2 was held in Italy's Campobasso. After the digital Kick off in Glasgow, that was held online due to covid-19 and the additional national travel restrictions, we were finally able to meet face to face. Our Italian partner ARES gave us a warm welcome and our stay in Italy was very pleasant and productive. During the meeting we discussed many topics (Italian SMS2 Days - 28 December 2021), Marketing Plan SMS2, Social Media Savvy Passport, SMS Platform (www.smsplatform.info), blogs and articles on our www.socialmediasavvy.info website

Networking

In the evening we went to a traditional restaurant where they serve zero kilometer food. The atmosphere was relaxed and this was the time to deepen and expand the current partnership, really connecting with each other, strengthening the working relationship and upgrading the project results as well. Moreover, it has an inspiring effect on all partner organisations. The commitment creates the basis for the implementation of the joint results.

Social Media Savvy Passport

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Digital Passport

The Social Media Savvy Passport is a digital passport for young people to social media success on their journey to work/entrepreneurial journey. This tool, which helps young people to profile themselves professionally, will contain an assessment tool. This assessment tool measures how smart they are at the start of their SMS journey (baseline) and how smart they are after their Social Media Savvy journey (certification). The framework of the social media savvy passport is set up around the branding of yourself: The Brand 'I'.

“ The framework of the Social Media Savvy Passport is set up around the branding of yourself: The Brand 'I'. ”

 SOCIAL MEDIA SAVVY

"Personal branding and social media to find a job"

The idea is that young people can rate themselves on their social media skills (a baseline measurement) and then learn how to improve their skills and take the test again. When they reach a certain level ('good'), they receive a social media savvy passport as certification. The SMS Passport thus offers e-learning modules about Brand I. The modules are a supporting tool for the young jobseeker and young entrepreneur to create a strong Brand 'I'. The SMS Passport e-assessment tool is a newly developed unique online battery with interactive social media assessment e-tool for young job seekers. Our goal is to create a '1-stop e-shop' for social media testing and brand 'I' testing with user-friendly reviews, all on 1 platform. This is an important aspect of the tool as it ensures that they provide the person with a job profile that is reliable and has relevant meaning.

“ The idea is that young people can rate themselves on their social media skills (a baseline measurement) and then learn how to improve their skills and take the test again ”


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SMS Platform Newsfeed

The SMS Platform will be made more visible through the www.socialmediasavvy.info website. For example, a button will be added to the website that will redirect the visitor to the platform: www.smsplatform.info

Integration of Website and Platform

In the coming period, a lot will be done by the SMS2 partners to ensure that our young people log in online before and during the learning mobility in Campobasso. In this way we can test the SMS platform better. Furthermore we will also put a lot of effort in the integration of the SMS passport and the SMS platform.

Blogs, articles, videos, tips and tricks

The newsfeed on the platform will be finetuned and if possible integrated with the SMS Passport. The 'Social Media Savvy' partnership will intensify the blogs, articles, and posts in 2022. The topics will be covering 'The First Impression' (How can I make a good first impression?); 'The squinch' and 'The Jaw'(videos Peter Hurley); Social Networks (Instagram, LinkedIn, Facebook, YouTube and twitter); Social News (How can you use social news to your advantage?, How can you connect social news with your brand ? How can you share your social skills?, etc.



- Finally, gain access to extra hints & tips for a range of social media platforms!

[Sign up now](#)

Login



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



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