

Social Media Savvy 2

June 2022 / SMS2 Newsletter 4



Transnational Project Meeting Holland

In this newsletter (nr.4) we will tell you what we have done during the Dutch transnational meeting on May 5th-6th 2022 (page 3).

Official Launch SMS Platform

New developed platform for young people by young people with young people on how to be professional and savvy OnLine (page 4).

SMS 2

Multiplier Event

On June 28th 2022 we organised the very successful SMS 2 Multiplier Event in Leiden, Holland. Read more about our presentations and activities on page 5.

Finalisation SMS 2 What's Next?

On June 29th we officially finished the project Social Media Savvy - Part 2. It's been an amazing journey and we have produced some pretty good products:

- * Fresh updated content on www.socialmediasavvy.info
- * New developed platform www.smsplatform.info for young people by young people with young people on how to be savvy OnLine; and
- * a Brandnew tool, the Social Media Savvy Passport

SMS Passport - Take a Test & Get your Certificate!

The SMS Passport helps young people to brand themselves professionally. This assessment passport tool will measure how savvy you are at the start and how savvy you are after your Social Media Savvy journey through our services, products and activities.



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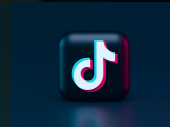
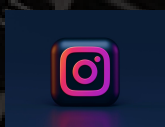
Finalisation Social Media Savvy 2 - What's Next?



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The last Pieces of Social Media Savvy - Part 2

This is the fourth newsletter of Social Media Savvy - Part 2 (2020-2-UK01-KA205-079587 - SMS2). We are proud to say that we have officially launched the SMS platform and SMS Passport. The SMS2 services and products have received a lot of feedback and suggestions from the young people who participated during the learning mobility in Campobasso, Italy (January 2022) and the SMS 2 Days in Scotland, Holland and Italy (in June 2022). The partner organisations ARES, Dutch Foundation of Innovation Welfare 2 Work (DFW2W) and Werkcenter Scotland have translated their passion for the project in a very smooth implementation. The upgrades done on the SMS Passport tool and SMS Platform were amazing and received a warm approval during the SMS 2 multiplier event on June 28th 2022. The SMS platform provides some excellent guidance, advice, tips and tricks on how to build a personal savvy brand ('the brand I') and supports young people to create an attractive Social Media Savvy professional digital identity on their journey to work.



What's Next?

The Partnership Social Media Savvy - Part 2 (SMS 2) is co-funded by the Erasmus Plus Programme of the European Union. Officially SMS 2 is completed on June 29th 2022, but that does not mean that our work stops here. Actually this is where it all starts. It's now that the services and products will be showcased will be further updated and upgraded during a time span of 5 years. We will continue to disseminate new content on our 'SMS2' social media channels (Instagram, LinkedIn, Twitter, Facebook, Pinterest, YouTube and TikTok). Each day we will reach out with social media news, tips and tricks, quotes and blogs.

Social Media Savvy 2 TPM Holland

Fine Tuning in Leiderdorp, The Netherlands

By Carla de Vreij and Pieter van Schie

The Dutch Transnational project meeting was held on May 5th-May 6th 2022 at Area071 in Zuid-Holland. The meeting was focused on the final phases of the SMS 2project. In Holland the partner organisations fine tuned the content on the website, the SMS platform and the SMS Passport tool. All the services, products and activities were integrated with the most frequent savvy asked questions around 'How to brand yourself professionally on your journey to work!'



TPM SMS2 Holland

The partnership Social Media Savvy Part 2 met up at the venue of the Dutch host St. Dutch Foundation of Innovation Welfare 2 Work, in Leiderdorp, Zuid-Holland. DFW2W, Werkcenter Scotland (United Kingdom) and ARES (Italy) agreed upon how we would built up and smoothly integrate the SMS 2 knowledge through our services and products. It was very important that we would continuously have a young audience wanting to know more about branding yourself professionally. Through feedback we already knew that the cliffhangers of the videos and way how the SMS Platform is built does exactly that. The partnership also addressed the final development of the SMS Platform, the certification which needs to be provided and how to do the communication and dissemination during (and after completion) of Social Media Savvy



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Official Launch SMS Platform

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Welcome to Social Media Savvy!

Social Media Savvy helps young adults with how to come across more professionally on social media to increase their chance of finding a new job or maintaining their current one. This platform provides you with the help you need to better your social media today.

Upgrade yourself with Social Media Savvy!

[Sign up now!](#)



Upgrade yourself with our Pretty Savvy Platform

The Social Media Savvy Platform is developed by young people for young people with young people. The platform provides support to brand yourself professionally on social media on your journey to work or entrepreneurial journey. To kick start your career the platform provides various content on being 'Cyber savvy', tools about the platforms you should be consistently active on, such as LinkedIn, Instagram, Facebook, Twitter and YouTube. It gives you a flavour on books, podcasts and movies on the social media topics. How to make a good profile picture, resume and video curriculum and much more...

Savvy Newsfeeds

Have a look through our different sources of news! Perhaps you can find something to post about on social media? Or find some keywords which you can use to attract people into your webpage from the google search results? We have provided three feeds for you with the best automated picks of news on social media and cyber news, plus the SMS Newsletters, which you are reading right now!

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The SMS Platform supports young people to be professional on social media on their journey to work

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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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Amazing SMS 2 Multiplier Event

The SMS 2 multiplier event was held on Tuesday, June 28th 2022 in Leiden, Holland. During this day we officially launched the SMS Platform. The event was a great success. More than 50 participants attended the Dutch multiplier event. Moderator of the day was Pieter van Schie, director Werkcenter Scotland and the initiator and project coordinator of the Social Media Savvy - Part 2 Partnership.

Upgrade Yourself

The programme was very interesting and well received by the young participants. Each young person was invited 'to upgrade yourself' and showcase their professional savvy skills during the social media savvy 2 marketing network event. Some young people were lone traders, others formed social media agencies and all young people pitched their 'Brand I' qualities as professionals, entering the jobsmarket. The SMS Platform in general and the SMS Passport specifically received big compliments as very useful tools.

Amazingly Designed Platform and Passport

A lot of feedback was received during the multiplier event about amazingly designed logo and design of the platform and the smooth integration of the SMS passport test, modules and the post evaluation, as a part of the platform.



SMS 2
SOCIAL MEDIA SAVVY

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Social Media Savvy - Part 2
Project n. 2020-2-UK01-KA205-079587

« Social Media Savvy (Part 2) »
Multiplier Event
Leiden, Holland

Date: Tuesday, June 28th 2022
Time: From 9 AM to 6 PM

www.socialmediasavvy.info

Very Successful Dutch Multiplier Event

www.smsplatform.info

2 Welfare Work
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SMS Passport - Upgrade Yourself with our SMS Certification

Are you Social Media Savvy Yet?

The Social Media Savvy Passport is a digital passport for young people to social media success on their journey to work or entrepreneurial journey. This tool helps young people to brand themselves professionally. This assessment passport tool will measure how savvy you are at the start and how savvy you are after your Social Media Savvy journey. The SMS Passport provides e-learning modules regarding among others the Brand I. The modules are a support tool for the young jobseeker and young entrepreneur to make a strong Brand 'I'.

Track your Progress

Each young person will be guided through three modules and will be offered SMS learning material. It kicks off with answering the questions in our questionnaire to keep track of your knowledge gain! It'll also help us to produce more content on what you need the most..

Certification

By now (after three modules) you'll have learnt all about what it takes to earn success on social media

”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



SMS
SOCIAL MEDIA SAVVY

Are you Social Media Savvy yet?

Sign up here for the checklist and receive helpfull tips!

Type your first name here

Type you e-mail address here

Sign up now!

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