

EnDigiCom

Enhanced Digital Competencies for Business Usage

08 + 09 NOVEMBER 2018

The EnDigiCom Project

Come and join us online



Welcome to our workshop

Please answer the following two questions:

<https://www.menti.com/bc5428ad>



This is our project

Come and visit us to get more info:

<https://www.ews-wien.at/endigicom/>

EnDigiCom

EnDigiCom will start by asking partners to reflect on existing programmes. A questionnaire will also be developed and sent to SMEs, in the different partner countries, to confirm the SM competences needed in the workplace.

EWS-WIEN



What?

- A co-funded **ERASMUS+ KA 2 Vocational Training Strategic Partnership** (2017-1-AT01-KA202-034999),
- best practice project



Co-funded by the
Erasmus+ Programme
of the European Union

Aims?

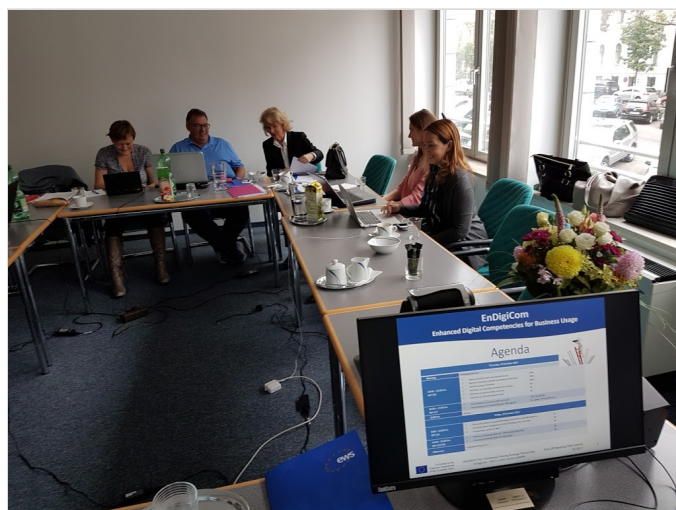
- intends to address the lack of personnel with suitable Social Media competencies in SMEs.
- further development of vocational training provisions for organizations who seek to train their staff to master the daily challenges including the professional use of Social Media tools.

Partners

Who are we?

7 project partners from AT, FR, GE, BE and SL

- 4 educational partners focusing on VET and HE business programmes,
- 1 partner (BUSINET) being an international educational organisation with some 100 VET and HE member institutes from 25+ countries enabling the project team to ascertain the widest possible dissemination of the project results internationally
- 2 partners being Social Media experts



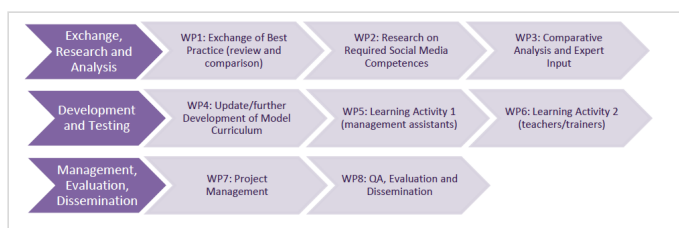
Businet AGM - Vilamoura

11/2017 - WP 2: Research & questionnaire



Workpackages 1 - 8

What are we doing?



Meetings & Activities

Partnership Meeting - Vienna

10/2017 - Kick off | WP 1: Best Practice

Partner meeting – Hamburg

01/2018 - WP 2: Questionnaire



Partner meeting – Paris

06/2018 - WP 2 - WP 4: questionnaire | experts' input | competencies

Partner meeting Vienna

08/2019 - final meeting

Results

- Exchange of SM programmes
- Comparison of existing SM programmes
- Input of SM Experts

WP1: Exchange of Best Practice (review and comparison)

- Developed questionnaire about SM competencies
- Used Google forms for data collection - come and complete it yourself
- Contacted over 100,000 companies
- Received 527 responses
- Forming the basis for four analysis reports

WP2: Research on Required Social Media Competences

- Data analysis reports were presented to the three social media experts for subsequent analysis and interpretation
- Virtual partner meeting for presenting experts' findings
- Written reports gave expert input and recommendations

WP3: Comparative Analysis and Expert Input



Partner meeting - Maribor

08/2018 - WP 4: SM competencies



Businet AGM - Tallinn

11/2018 - WP 4 - SM competencies

LTTA 1 - Tests for Management assistants

01/2019 - Maribor

Partner meeting – Leuven

04/2019 - WP 4 - SM competencies

LTTA 2 - Train the trainer

06/2019 - Vienna

- Identifying competencies for the targeted model curriculum
- criteria to form primary (core) and secondary (outer) competencies
- Agreed on SM competencies, content, actors, delivery and change mechanisms
- Form the basis of future testing activities and LTTAs

WP4: Update/further Development of Model Curriculum

WP5: Learning Activity 1 (management assistants)

WP6: Learning Activity 2 (teachers/trainers)

WP7: Project Management

WP8: QA, Evaluation and Dissemination

Wanted: Your input

Programme for our 1st LTTA

Enhanced Digital Competencies
for Business Usage

Training units, 28.1.-30.1.2019

EnDigiCom, Maribor, Slovenia

28 January 2019

Day 1 - Planning and strategy, Jasna Suhadolc, Virtua PR

9:00 – 10:30	☒ Changes in marketing ☒ Aligning business and marketing strategy ☒ Goal setting and success metrics ☒ Developing a social media strategy
10:30 – 11:00	Break
11:00 – 12:30	☒ Inbound and content marketing strategy ☒ Content calendar
12:30 – 13:30	Lunch break
13:30 – 15:00	☒ Buyer's persona ☒ Group work
15:00 – 15:30	Break
15:30 – 16:30	☒ Buyer's journey ☒ Content marketing for each stage of the buyer's journey ☒ Content distribution
16:30 – 17:00	☒ Feedback, Q & A session, Testing of Day 1

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Programme for LTTA 1 - Maribor - vs 10 2018

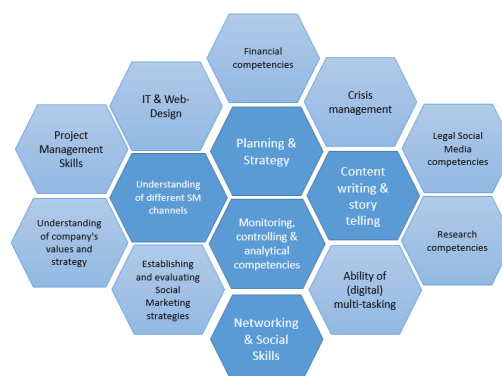
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SM Competencies

Which ones are important for you?

<https://PollEv.com/surveys/P7RCW4NSy/web>



Join us for our 1st LTTA

Test your SM competencies today!

Digital Diagnostic

How strong are your digital skills?
Take our 15 minute FREE Digital Diagnostic and benchmark your skills against your professional competition

DIGITAL MARKETING INSTITUTE



Questions & Feedback

Your questions



Your feedback

EnDigiCom - Feedback Form

EnDigiCom - an ERASMUS+ project about the professional use of Social Media in business.

GOOGLE DOCS



Staying in contact

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EnDigiCom Team members

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EnDigiCom - team - emails

PDF-Dokument

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Thank you

