

# L'Utilizzo dei Social Media per il Mercato del Lavoro

Florence, Italy

15 – 16 December 2016

## Minutes

### Participants

Name	Surname	Institution
Lucia	Di Menza	ISIS "San Giovanni Bosco" – Colle Val d'Elsa
Carmela Beatrice	Tomasi	ISIS "San Giovanni Bosco" – Colle Val d'Elsa
Mariacristina	Intrivici	ITCG "Enrico Fermi" – Pontedera
Luisella	Mori	ITCG Fermi – Pontedera
Marco	Manzuoli	IPS "Francesco Datini" – Prato
Filomena	Milazzo	IIS "Roncalli" – Poggibonsi
Patrizia	Davini	IIS "Roncalli" – Poggibonsi
Elena	Parra	ISI "Guglielmo Marconi" – Firenze
Pasquale	Palladino	ISI "Guglielmo Marconi" – Firenze
Loretta	Pizzetti	ISIS "B. Lotti" – Firenze
Aniello	Ciamarella	ISIS "San Giovanni Bosco" – Colle Val d'Elsa
Neri	Battaglini	Anallergo
Raffaella	Casini	Confindustria

### Minutes

The first workshop of the YEES European project was organized at Pixel in Florence on Thursday 15 and Friday 16 December 2016. 13 teachers attended the workshops, whose title was "L'Utilizzo dei Social Media per il Mercato del Lavoro" ("The Use of Social Media oriented to the Labour World"). Participants were teachers of VET secondary high schools, who had already involved in the YEES European project. Both the workshops were held by Antonio Giordano.

The first part of both the workshops was addressed to a general presentation of the YEES project itself, with a specific focus on: the context the project refers to, the needs identified by the project, the objectives of the project, the main target groups, and the deliverables already produced. In particular, Antonio Giordano presented the two Guides produced, entitled after "Social Media and Web for Job Research" and "Digital Identity for Companies". Participants were kindly invited to use them in order to develop those digital skills to be forwarded to their students.

The second part of both the workshops aimed at informing participants about the MOOC course produced. The open online massive course, entitled after "Social Media for New Jobs" is organized in 3 modules: "Personal Digital Identity", "Digital Identity for Companies", and "Monitoring of Changes in the Labour Market". As registration is necessary to access the course, Antonio Giordano provided all participants with username and password. Then, guided by a Antonio Giordano, teachers were asked to get familiar with the course, which is organized in chapters and each chapter includes: a video lesson, a multiple choice questionnaire and a proposal of individual and collaborative activities for students.

Teachers were really satisfied with the MOOC course produced by the YEES partnership. In particular, they considered it a useful tool to acquire those digital skills to be then transmitted to their students, enabling them to learn how to use social media in a professional way (creation, maintenance, updating and controlling of their personal digital identity to find a job – creation of a strategic plan for promoting the enterprise brand and the personal brand for young entrepreneurs). Participants in the workshop decided to use the Christmas break to start using and practicing with the MOOC, in order to be ready to use it once back at school. Within this teaching perspective, teachers really appreciated the multilinguistic approach of the MOOC itself, as the text of the course is available in English, Italian, Polish, Portuguese and Spanish, while the video lessons are available in English with subtitles in English, Italian, Polish, Portuguese and Spanish. As most of the teachers involved in the workshops were English teachers, they decided to adopt the English version while using it with their students.

The third and last part of the workshops was addressed to the description of the next coming activity of the YEES project to be realized, the crowdsourcing entitled after “Adopt an enterprise”. The aims of this activity are:

- to develop an action plan of a real enterprise in each country in order to develop its digital identity
- to produce a report to describe the results of the Crowdsourcing experience giving evidence to the didactical value of the experience and explaining how to organize and manage a crowdsourcing experience.

Antonio Giordano described how the crowdsourcing activity will be organized: for each company a strategic, action and monitoring plan will be developed by a workgroup. Each workgroup will be created involving: 4 teachers (one per country); 1 classroom per teacher; 1 representative per partner; 1 representative for the company; 1 student representative for the students. Each working group will have a couple of leading partners: the ones from the same country of company for which the plan is developed. For each company, the working group will discuss upon the use of Social Media to create / improve the digital identity of the company in the context of the gathered information. More specifically, the threads will be: current online situation; creation / development of digital identity; monitoring; improving and maintaining the digital identity; creation of a strategic plan for developing the digital identity. After outlining how the crowdsourcing will be organized, Antonio Giordano also described the Italian enterprise identified for the crowdsourcing activity, Anallergo (<http://www.anallergo.it>). In particular, during the workshop held on Friday 16 December 2016, a representative of Anallergo participated in the workshop, in order to describe the company and the specific need identified with reference to its digital identity. Teachers expressed their interest towards this activity, and asked for more days in order to confirm or not their further and practical involvement in this activity.