



COSEFI - Consorzio Servizi Formativi alle Imprese
CONFINDUSTRIA FIRENZE



Project Number: 2015-1-ES01-KA202-016077

Social Media for Labour Market

Firenze, Italia

22th December 2016

Minutes

Participants

Elena Bianchini and Bernardo Mannelli - Confindustria Firenze
Cristiano Mariani: Consorzio Servizi Formativi alle Imprese - Co.Se.F.I

Minutes

The workshop has been organized on 22th December by Consorzio Servizi Formativi alle Imprese - Co.Se.F.I, partner involved in YEES Project - Project Number: 2015-1-ES01-KA202-016077 - in the in order to present the Massive Open On line Course on Social Media for new Jobs (MOOC). At the meeting participated, Cristiano Mariani Company Manager for Co.Se.F.I, Bernardo Mannelli Communication Manager for Confindustria Firenze with 10 years of experience in communication and social media, and Elena Bianchini, Confindustria Firenze's employee with 2 years experience in customer management.

Cristiano Mariani presented the YEES project in terms of aims and results and the MOOC course.

MOOC was presented with the following topics: social networks for individuals and companies use, on line guides published on the portal YEES, practical use of the MOOC, presentation of the Crowdsourcing activity for the YEES project context.

The MOOC course was presented using the portal project and the modules structure were fully explained as follows:

- Personal Digital Identity - Creation, maintenance, updating and controlling of the personal digital identity to find a job;
- Digital Identity for Companies - Creating the strategic plan for promoting the enterprise brand and the personal brand for young entrepreneurs;
- Monitoring of Changes in the Labour Market - Understanding the mechanisms and the trends of the labour market.

The two experts involved were interested in the topic of the MOOC, in the practical use of it and in the Crowdsourcing activity. They asked Co.Se.F.I to proceed for the registration to the YEES portal in order to achieve all project's materials and information.

Annexes

- Programme
- Signature



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

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