



## Social Media for Labour Market

Firenze, Italia

21 December 2016

### Minutes

#### Participants

Daniele Sguanci and Paolo Vecchi- Confindustria Toscana Servizi  
Cristiano Mariani: Consorzio Servizi Formativi alle Imprese - Co.Se.F.I

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The workshop has been organized on 21 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, Daniele Sguanci Company Manager for Confindustria Toscana Servizi with 15 years of experience in apprenticeship management projects and Paolo Vecchi, Confindustria Toscana Servizi project manager with 3 years experience in project 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 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

