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A set of educational packages for the instructor and training participant in the field of a new competence "Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors"

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MODULE 1: COORDINATING THE COOPERATION OF THE INSTITUTION PROVIDING VOCATIONAL EDUCATION AND TRAINING WITH EXTERNAL COMPANIES, INCLUDING ACQUIRING SPONSORS

Modular unit: M1.U1. Acquiring external companies for cooperation and promoting vocational education

**SET OF GUIDES
FOR THE PARTICIPANT AND THE INSTRUCTOR**

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This handbook is a teaching aid for the module unit **M1.U1. Acquiring external companies for cooperation and promoting vocational education** included in the module **M1. Coordination of cooperation between the educational institution and external companies, including the acquisition of sponsors.**

The M1 module also includes four other modular units:

- M1.U2. Creating patronage classes and organising dual education,
- M1.U3. Obtaining support from external companies in the field of equipping workshops and school laboratories,
- M1.U4. Involving employers in vocational exams organized by the school, providing career counseling and preparing students to enter the labor market,
- M1.U5. Training of vocational school teachers in cooperation with employers

which together form the teaching case for the modular curriculum for the course **Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors.**

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1. INTRODUCTION

The paper presents a guide for the trainee and the trainer of the professional competence "**Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors**", which was developed in the Erasmus+ project "Leader of external cooperation of a vocational school (LEADext)". The project was co-financed by the European Union under the Erasmus+ Cooperation for innovation and the exchange of good practices Strategic Partnership for vocational education and training programme.

The following results developed in the "LEADext" project formed the basis for the student and tutor guide:

- IO1. Profile of professional competences in the field of coordination of cooperation between the educational institution and external companies, including acquiring sponsors;
- IO2. Modular training programme in the new competence "Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors" in relation to ECVET requirements.

The materials developed as part of the handbook will primarily be used to create an e-learning course and can also be used for classroom teaching.

By learning to carry out the professional tasks assigned to the coordinator for cooperation of an educational organisation with external companies, the trainee will acquire the necessary knowledge and professional skills included in module M1. Coordination of cooperation between the educational institution and external companies, including acquiring of sponsors.

The module is divided into modular units containing, among other things, learning material, review questions, exercises that can be completed online as well as in the desktop version and a progress test, recommended supplementary literature, including self-study.

In the study, teaching materials have been developed for unit **M1.U1. Acquiring external companies for cooperation and promoting vocational education** included in module M1. Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors.

The M1 module also includes four other modular units:

M1.U2. Creating patronage classes and organising dual education

M1.U3. Obtaining support from external companies in the field of equipping workshops and school laboratories,

M1.U4. Involving employers in vocational exams organized by the school, providing career counseling and preparing students to enter the labor market,

M1.U5. Training of vocational school teachers in cooperation with employers which were developed by the individual project partners.

The above-mentioned five modular units together form a complete **teaching case** for the modular curriculum for the course **Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors**.

Before starting the training, the trainee should familiarise himself/herself with the prerequisites and the detailed learning outcomes, i.e. the knowledge, skills and attitudes that he/she will acquire on completion of the training within the given modular unit.

The handbook covers issues that the educational organisation's external relations coordinator may encounter in the course of his/her professional duties.

The development of the learning material drew on the experience of project partners in the field of cooperation between educational establishments and external companies. The learning material was supplemented with an online (e-learning) course to be carried out by the trainee himself.

The proposed training can also be delivered in a traditional (classroom, face to face) format. To this end, the trainer conducting the classroom training will be tasked with:

- familiarise yourself with the provisions contained in outcome two of the project, i.e. IO2. Modular training programme in the new competence "Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors" in relation to ECVET requirements;
- preparation of the necessary teaching aids using the materials developed in the project to enable the online delivery of the training.

It is important that students verify their level of proficiency upon entry before learning the unit. This is possible thanks to the provisions described in the "Entry Requirements" section.

It is important that the trainee verifies his/her level of competence at entry before learning the module unit. This will be enabled by the provisions outlined in the 'Entry requirements' section.

Once you have familiarised yourself with the content of the individual topics included in the modular unit in the handbook and in the online course, you will be required to complete exercises and a progress test. The test will require the participant to carry out a self-assessment of the knowledge and skills acquired in the respective topic. A positive result of the self-assessment is a kind of pass to the next lesson topic specified in the modular unit. In the case of a negative result, it is recommended to repeat the content covered by the topic included in the modular unit.

In the case of online training, the basis for passing the modular unit will be the completion of a post-test. The test will be made available to the trainee after he/she has gone through all the content and completed the exercises and self-assessment tests included in the modular unit.

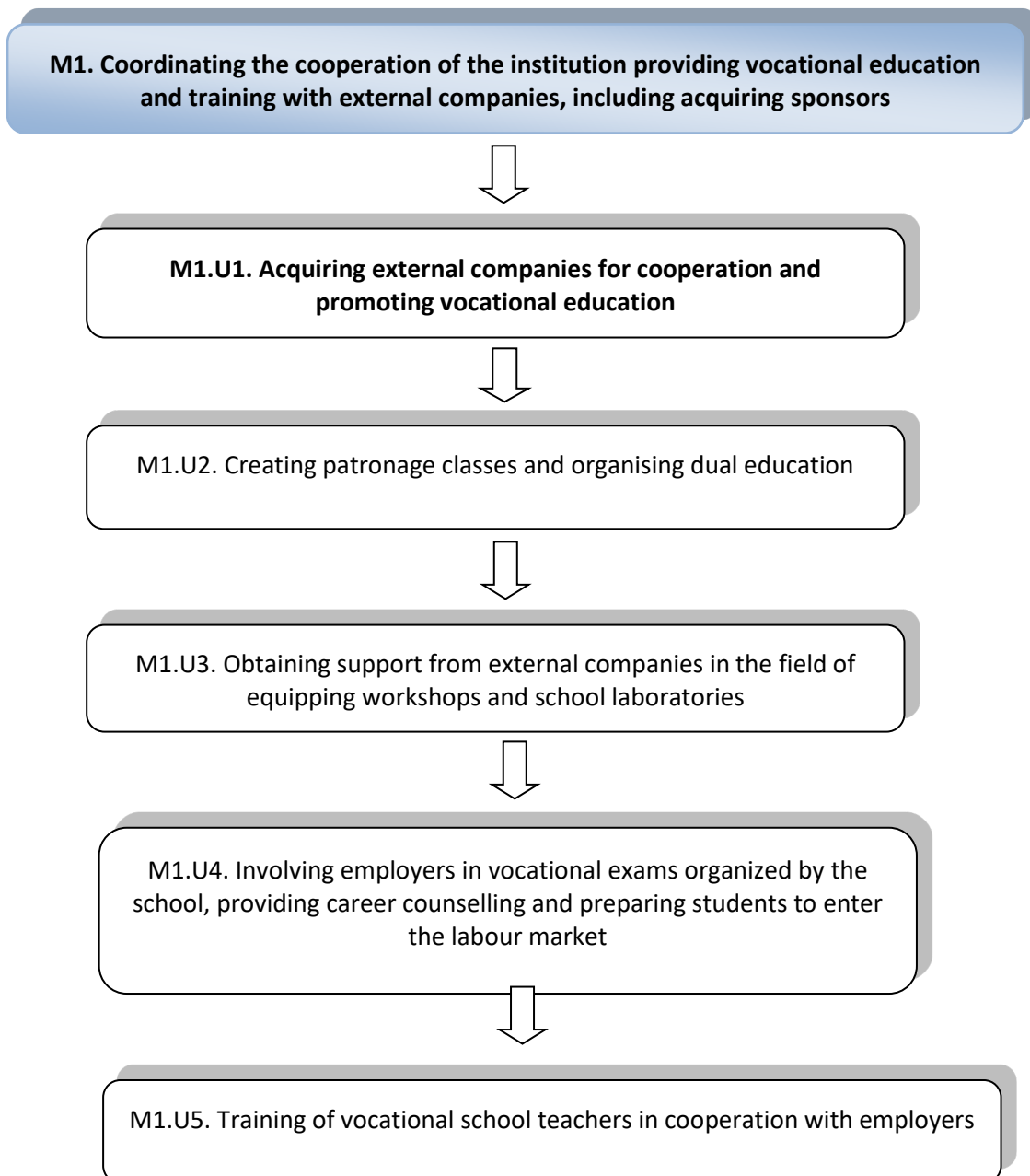
Note: in the case of educational content where there are references to legal acts, it should be remembered that these are current as of the date of preparation of the study and must be updated. The presented learning content in the modular unit is in accordance with the legal status as of 03/29/2024.

The table below shows the approximate number of hours which, in the opinion of the project partners, are necessary for the participant to master the learning outcomes specified in the individual module units.

Module name	Name of the unit	Number of teaching hours			Number of ECVET points ¹
		E-learning activities	Personal work	Total	
M1. Coordinating the cooperation of the institution providing vocational education and training with external companies, including acquiring sponsors	M1.U1. Acquiring external companies for cooperation and promoting vocational education	20	15	35	15
	M1.U2. Creating patronage classes and organising dual education	20	30	50	
	M1.U3. Obtaining support from external companies in the field of equipping workshops and school laboratories	20	15	35	
	M1.U4. Involving employers in vocational exams organized by the school, providing career counselling and preparing students to enter the labour market	20	30	50	
	M1.U5. Training of vocational school teachers in cooperation with employers	20	35	55	
Total M1		100	125	225	

¹ As part of the partnership in the project, for calculating the number of ECVET points, it was assumed that there are 15 teaching hours per 1 point. This is due to the fact that in a vocational school there are about 900 didactic hours per year, which in terms of 60 credits gives 15 didactic hours per 1 credit.

From the point of view of the students, it is important to know the training itinerary recommended by the project's partner entities. Shown in the following figure:



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2. PREREQUISITES

When starting to complete the programme of modular unit **M1.U1. Acquiring external companies for cooperation and promoting vocational education**, you should be able to:

- Suggests alternative solutions to improve work results.
- Participate and collaborate with other team members.
- Suggests alternative solutions to improve work results.
- Organizes your work productively.
- Participate in the team's work and cooperate with other people in the group.
- Maintains order in and around the workplace in accordance with established requirements.
- Performs tasks effectively.



Source: SHUTTERSTOCK (May 2024)

<https://www.shutterstock.com/es/image-vector/illustration-hiring-learning-teaching-vocational-education-2443553789>

3. TRAINING MATERIAL

3.1. Development of a marketing strategy for a vocational training school in order to develop cooperation with companies.

3.1.1. Detailed learning outcomes

As a result of learning within a topic, you will be able to:

- Define the marketing concept.
- Define the concept of marketing strategy.
- Explain who is the person who initiates the marketing activities.
- Explain what the expectations of the people who are the recipients of the marketing activities are.
- Select marketing development concept.
- Distinguish three concepts of marketing development.
- Discuss the structure of the marketing strategy model of the vocational training school.
- Indicate target groups.
- Select methods for determining the direction of development of cooperation between a vocational school and employers within the framework of the developed marketing strategy.



Source: Shutterstock (May 2024) Marketing and vocational training

<https://www.shutterstock.com/es/image-vector/cartoon-people-team-looking-pie-chart-1195102195>

3.1.2. Learning materials

Marketing

The definition of marketing is the analysis, organization, planning and control of the company's resources, policies and activities that affect the customer with a view to satisfying the needs and desires of chosen customer groups, thereby obtaining benefits (P. Kotler, marketing management).

The marketing objectives are:

- Know and understand the needs of the consumer.
- Guide the company towards the exclusive creation of products and services that the customer can feel attracted to and satisfy their needs.
- Position these products in a determining market through communication, price and correct distribution (from the customer's point of view)
- Do them permanently with the obtaining of benefits

To achieve those objectives, **Marketing deals with and develops a series of fundamental activities:**

- Define the customer groups or markets that are within the company's business area.
- Discover what the markets want or can want
- If the components of the markets want different things, regroup them into categories, according to what they want.
- Select market categories whose wants and needs can be satisfied by the company more effectively than its competitors
- Determine the offer (product, price, distribution and communication) that satisfies the needs and desires of consumers who are in the selected categories.
- Make the offer available.
- Inform current and potential consumers of the characteristics of the offer and where it can be purchased.
- Decide which offers to add, reduce, modify and improve to effectively address market conditions and demands
- Cooperate with other functions of the company and external entities to ensure obtaining the necessary resources to implement marketing plans.

IMPORTANT

Marketing is not only related to advertising or market research, but also to the total configuration of the benefits desired or sought by the consumer. It is the company's market and product/service strategy.

Although the term marketing began to be used at the beginning of the century in the United States, it refers to a human activity as old as commercial exchange. In fact, marketing as a set of activities has existed since commerce was born.

At a business level, it is an activity whose primary and ultimate purpose is the achievement of established objectives. Marketing includes a series of interrelated activities, aimed not only at satisfying market demand, but also at meeting the objectives set by and for the company.

Currently, marketing takes into account social, ecological and environmental aspects, calling it sustainable marketing.

Marketing is divided into:

- *Internal marketing: that which is carried out and executed within the company itself to provide good service to customers.*
- *External marketing: It is what is given to the market.*

CAREFUL

It is absurd and unprofitable to have a magnificent portfolio of products and for the internal client or worker to not be well prepared to offer them.

The consumer usually has possibilities and different options of products and/or services to try to satisfy the same perceived need in the same way, that is, the normal situation in the market is the concurrence of several products and/or services that serve the same need (competence).

IMPORTANT

Marketing selects product/market binomials on which the company should concentrate its efforts, in order to maximize its profitability with the available resources.

For this reason, companies must try to provide their products with certain attributes, service, benefits, utilities... that provide them with differential advantages, perceptible and valued by consumers, over the rest of the competing products, all to ensure that the potential consumer decide to purchase the company's product compared to its competitors.

SUMMARY

The marketing objective focuses on:

- Choose and select the consumer groups to satisfy and determine with what product and how to achieve it.
- Identify and determine consumer needs and preferences and convert them into specific products and services that satisfy them.
- Plan, execute and control action programs to achieve the company's commercial objectives.

In marketing management we distinguish:

- **Operational or tactical marketing:** strategy that develops immediate commercial actions to achieve the objectives of a company. Work in the present and focus on short-term results. It makes direct use of product features and benefits to attract customers. It is the most spectacular and the most visible, due to the use of advertising and the promotion of the veins. It is the center of the commercial part of a company, it cannot be missing from any strategic plan.

IMPORTANT

Operational refers to the short term, it is how we will do it.

- **Strategic marketing.** It focuses on the analysis of consumer needs and how to satisfy them.

Strategic marketing seeks:

- Know the current and future needs of clients
- Locate new market niches
- Identify potential segments
- Assess the potential and interest of these markets
- Guide the company in search of those opportunities
- Design an action plan that achieves the desired objectives

IMPORTANT

Strategic marketing is essential so that the company can not only survive, but position itself in a prominent place in the future.

Strategic refers to the long term, it is what we will do.

STRATEGIC MARKETING	OPERATIONAL MARKETING
It forces us to reflect on the company's values	It invites us to implement the necessary tools to achieve the objectives we have set for ourselves.
To know where we are	It is responsible for planning, executing and controlling marketing actions on how to get there.
To know where we want to go	

STRATEGIC DIRECTION

Any company that wants to be successful and seek benefits must undergo a formal strategic management system, that is, select and perfectly define its values within the company's value chain that will make it stand out from the competition.

The phases of strategic management are:

- a) Define strategic objectives
 - Define the philosophy and mission of the company or business unit
 - Establish short- and long-term goals to achieve the company's mission
- b) Strategic planning
 - Formulate several possible strategies and choose the one that is most appropriate to achieve the objectives established in the company's mission.
 - Develop an organizational structure to achieve the strategy
- c) Strategic implementation

- Ensure the activities necessary to ensure that the strategy is carried out effectively
- Control the effectiveness of the strategy to achieve the company's objectives

IMPORTANT

The VISION of the company is the result of a search process, an impulse that results from experience and the accumulation of information.

The MISSION is what defines the company's reason for being, which would condition its present and future activities, providing a sense of direction and guidance in making strategic decisions. It gives a clear vision when defining what market we are in, who our clients are and who we are competing with.

MARKETING EVOLUTION

We are in a time of constant change, especially when new technologies have acquired great business prominence. Producing and selling were the main objectives of the strategies of 40 years ago. The level of existence was measured by the market share that a company had. Now this term has been replaced by customer quota, which represents a radical change in the vision of marketing.

The introduction of new technologies is changing the way of working and understanding marketing, opening up possibilities that were difficult to predict for a long time. All of this implies giving a strategic dimension to marketing activity, which implies greater influence on the decisions of senior management.

He **current marketing challenge** and the changes that occur are conditioned by:

- Greater training and information of the consumer along with a higher level of income, so purchasing habits change and the customer decides on a product more for its added value than for its own functionality, hence the importance of **perception marketing**.
- The transformation of social media, the prominence of the Internet, and the segmentation of markets mean that mass advertising, as we knew it until now, gives way to comprehensive communication.
- The sale of a product or service in isolation ceases to be the center of interest of the company and is more oriented towards taking advantage of the long-term relationship of the client, it is the so-called **relationship marketing**.

All this has meant that marketing is encompassed in four phases:

- *Production orientation.*
 - It is characterized by an important potential market but where there is a shortage of supply, with the available production capacities of the market being insufficient. The **demand is greater than supply**. It is the stage of **and sells everything that is manufactured**.
- *Sales orientation.*
 - There is no longer a shortage of the means of production but due to the insufficient structure of distribution channels and commercial organization. **Supply is greater than demand**. The important thing is no longer to produce but to sell the production well. It is the hard sell stage characterized by **aggressive sales techniques**.
- *Marketing orientation.*
 - It is characterized by a transition between sales tactics under pressure to the goal of satisfying the needs and desires of the consumer because it is the best means of achieving the company's

profitability and/or growth objectives. The imbalance between supply and demand becomes greater, with the former being greater than the latter. The consumer is not satisfied with products offered on a massive scale. The offer must respond with differentiated products, aimed at the consumer; **market segregation appears**. Knowledge of the market, of the desires of consumers in order to offer them the best product becomes a fundamental issue. **This encourages the development of market studies.**

IMPORTANT: It is not about selling what is produced but about products that can be sold.

- *Orientation to society.*
This orientation is the result of an extreme consumerist society.

3.1.3. Exercises

Exercises recommended for the online version of the training

Exercise 1.

Evaluate the veracity of the sentences. Check "True" if the statement is true or "False" if it is false.

Phrase	True	False
The product can be defined as any good, idea or service that provides satisfaction to consumers.	x	
Marketing does not require knowing the needs of the consumer		x
Marketing and sales differ in that the sale is made first and then marketing is applied.		x
Market research provides the organization's information system with a procedure for making decisions.	x	
What characterizes promotion or communication is promoting products in the market	x	
Marketing plans serve as a guide for the company to achieve its objectives.	x	
The marketing department is not responsible for determining strategies.		x

Exercise 2.

Choose the correct answer:

- Marketing:
 - Create needs.
 - Identify, create or develop demand.**
 - It is not necessary to know the needs of the consumer.
 - It is useful when there is no competition in the market.

2. Indicate which of the following statements corresponds to the marketing concept:
 - a) Everything that is produced is sold.
 - b) You have to sell what you produce.
 - c) If the product is of quality it does not need to be promoted.
 - d) The needs of the consumer must be known and try to satisfy them.

3. Marketing and sales differ in that:
 - a) Marketing is a complement to sales.
 - b) Sales rely on long-term strategies, marketing on short-term actions.
 - c) Sales are about making the customer want what the company produces; Marketing is about making the company produce what the customer wants.
 - d) The sale is made first and then the marketing is applied.

4. If you had to define what marketing is, which of these statements would you reject?
 - a) Marketing is a way of conceiving the exchange relationship between two or more parties.
 - b) Marketing is fundamentally advertising.
 - c) Marketing is a set of techniques to execute the exchange relationship between two or more parties in a certain way.
 - d) Marketing is based on four basic instruments: product, price, distribution and promotion.

5. What activities cannot be applied to marketing?
 - a) Marketing of consumer goods.
 - b) Provision of services.
 - c) Union activities.
 - d) Those in which there is no exchange of values between two or more parties.

Exercises recommended for the classroom version of the training

Exercise 1.

Individually, carry out an internet search for vocational training centers that carry out marketing campaigns to advertise the center and encourage more students to study there. Identify:

Respond individually:

- who is it directed to?
- How long has the campaign lasted?
- In what media has it been published?
- Is it only on social networks or physically through posters?

The student must explain to the rest of the group:

- What does the marketing campaign consist of?
- strengths and weaknesses of the campaign

- if it has managed to attract the attention of the students (you can search on the internet if the number of enrolled students has increased)
- What ideas should have been reinforced in the marketing campaign?
- debate with the rest of your classmates about the campaign and its results

Organizational framework:

Time: 20 minutes to search for the information and 20 minutes to share it with other students and debate. A computer room with Internet access must be available. Participants must be able to use a printer.

Exercise 2.

Presentation exercises before the company

It is a simulation exercise in front of the rest of the students to present the training center, the studies that are taken there, what type of students and skills it has, and it must convince the employer to take the students for internships in their company.

In pairs, one person will be the teacher and the other the businessman. They must simulate the conversation and convince of the hiring. Then present the results of the negotiation to the rest of the group.

Analyze what has failed in the development of the marketing plan to sell the company the ability to go with the students. Or analyze what has been positive about the negotiation thanks to the marketing plan. Analyze the results of all groups and what can be improved for when the situation is real.

Organizational framework:

Time: the student will have 15 minutes to prepare the speech and the marketing plan to convince management to search for information for 15 minutes.

3.1.4. Progress test (self-assessment)

Can you:	YES	NO
1) Define the term marketing?		
2) Can you define the marketing strategy for your vocational training center?		
3) Indicate which groups your vocational training center wants to target		
4) Can you identify the different types of marketing?		

If you choose the answer "NO", we suggest that you return to the learning material and review it to achieve the desired learning outcomes (knowledge, skills).

Alternatively, we recommend that you consult the additional sources of information listed below.

3.1.5. Recommended sources of information

Recommended bibliography: you can find more information on the topic at:

1. Post What is the microenvironment and its role in marketing strategy. Francisco Torreblanca. <https://franciscotorreblanca.es/que-es-el-microentorno/> (accessed 17.01.2024).
2. Post on the strategic concept of business mission and vision. Francisco Torreblanca. <https://franciscotorreblanca.es/concepto-de-mision-y-vision-empresarial/> (accessed 17.01.2024).
3. Competitive strategy. Techniques for analyzing the company and its competitors Competitive strategy. Author Michael E. Porter .<https://www.edicionespiramide.es/libro/empresa-y-gestion/estrategia-competitiva-michael-e-porter-9788436823387/> (accessed 17.01.2024).
4. Competitive strategy. Creation and sustainability of superior performance. Author Michael E. Porter <https://www.edicionespiramide.es/libro/empresa-y-gestion/ventaja-competitiva-michael-e-porter-9788436823219/> (accessed 17.01.2024).

3.2. Promote cooperation between training center and companies through social networks

3.2.1. Detailed learning outcomes

After learning the topic, you will be able to:

- Differentiate between different social networks.
- Select social networks based on the promotional activities carried out.
- Discuss the different functionalities of social networks.
- Apply the rules of posting on social networks.
- Discuss the rules for publishing posts on social networks.
- Select methods and techniques to increase the popularity of posts published on social networks.
- Distinguish methods, techniques and instruments to evaluate the quality of promotional activities in the environment, including among companies.
- Operate selected social networks to promote vocational education in the environment, including companies.
- Create a training center account on selected social networks.
- Edit posts to be published on social networks.
- Post on social networks.
- Carries out activities aimed at increasing the popularity of published publications.

3.2.2. Learning materials

A Social network is a social structure made up of people or entities that are connected to each other by one or more types of relationships such as: friendship, kinship, economic relationships, common interests, experimentation of the same beliefs, among other possibilities. Internet social networks have undoubtedly become a social phenomenon that revolutionizes the way human beings communicate and interact until now.

Internet social networks have undoubtedly become a social phenomenon that revolutionizes the way human beings communicate and interact until now:

- They transfer to Internet the conversations, opinions, common information.
- big/small companies. Anyone can produce content and reach a specific audience.
- Consumers trust recommendations.

Do I need to be on social networks?

- 10% of your time on the internet.
- Spain is the 7th country in use of RR.SS.
- 80% of users use a social network.
- 60% visit them daily.

- 89% follow a brand.



Source: <https://www.shutterstock.com/es/image-photo/happy-group-finger-faces-social-network-74432926> (accessed 12.02.2024).

How do we select a social network to spread our product? It must be taken into account:

- *Objectives (What).*
- *Target (To whom).*
- *Lines of action (How).*
- *Tools to use (With what).*
- *Key Performance Indicators (KPI).*

GOALS:

- Achieve increased traffic to our products or services, consolidating our brand in the market.
- Build loyalty and interact with our community (customers and users) with our content.
- Increase sales.

TARGET:

Start with a social network where you know with certainty that you can find your audience. **If you open profiles on Facebook, X(Twitter), Instagram, Pinterest, LinkedIn, Youtube... you will die trying.** Furthermore, most companies are not capable of having a presence on all social networks, because their audience may not even be on many of them.

LINES OF ACTION:

Achieving the stated objectives requires time, perseverance and a combination of permanent actions and specific actions:

- Contact creation.
- Generate conversation (feedback).
- Get customer loyalty to our brand.
- Create valuable content that responds to identified needs and interests.

- Analysis of the sector and competition.
- Creation of a corporate reputation of our brand.

There are many social networks where you can promote your business, and they all have advantages and disadvantages.

It is necessary to study the pros and cons of each of them to choose the ones that best highlight the strengths of your company and add more value to your brand.

KPIs

KPIs are metrics that help us measure and quantify progress performance based on goals and objectives set for the different activities we carry out within our business.



Source: <https://www.shutterstock.com/es/image-photo/key-performance-indicator-kpi-using-business-681274951> (accessed 12.02.2024).

WHY USE FACEBOOK?

- Because it allows visibility.
- Your audience continues to grow.
- Feedback.
- Its use is free.
- Direct communication channel with the client.



Fountain: <https://www.shutterstock.com/es/image-photo/kyiv-ukraine-october-28-2021-this-2066391377>

ADVANTAGES OF USING FACEBOOK

- We can personalize our message.
- Direct our message to specific audiences (age, sex, location...).
- The weight of the recommendations. Positive effect of “like”.

POSSIBLE DISADVANTAGES OF FACEBOOK

- Losing control of information.
- Possible criticism.

WHAT STRATEGIES DOES FACEBOOK ALLOW?

- Get customer opinions about a product or service.
- Launch new products/services.
- Develop online catalogs.
- Conduct surveys.

WE MUST TAKE INTO ACCOUNT ON FACEBOOK:

- Search for content that interests clients, according to the personality and interests of our potential clientele.
- Users seek to obtain some benefit from engaging with the brand/visiting your profile.
- Promotions, raffles, discounts... are a good way to increase our audience/sales
- Seek community participation: surveys, questions, say hello, talk, news, humor...

RECOMMENDATIONS

- Treat the customer well, in a personalized way, respond to messages in a short time.
- Write posts daily or at least periodically: you should NOT saturate the wall with messages in a short time or give an abandoned profile image.

- Maintain individual conversations: send a thank you message, always respond to build trust and improve our reputation.

NOT ON FACEBOOK:

- Post too much self-aggrandizement.
- Publish unidirectionally, without chatting.
- Do not publish periodically.

INDICATORS ON FACEBOOK

- Publications.
- Interactions.
- Quality of publications (number of “likes” or comments).
- Increase (or loss) in the number of followers.

WHY USE X(TWITTER)?

X(Twitter) is

- Free service that combines features of SMS, blogs and instant messaging.
- It involves writing and sending micro text messages with a maximum length of 140 characters (tweets), which are seen by users who follow you. You see the messages that people you follow write.

BASIC TERMS:

- Our username is preceded by the @ sign.
- Following (following). Users we decide to start following. When they write a message or tweet, we will see it on our board.
- Followers (followers). They are those who follow us. Every time we write a tweet, they see it on their board.
- Tags (Hashtags). To be able to more easily follow a topic, conversation or discussion, which can be created or used by any user. Simply include the # symbol in front of words, expressions or topics. For example #crisis if we talk about the economic situation. If someone searches for that term in the search box, tweets containing that tag will appear in the results.
- Topics of the moment (Trending topics). Index made up of the tags, terms or phrases that are being talked about the most at that moment on Twitter, very useful to stay informed. You can choose the country and city.
- Favorites allows you to archive the messages that seem most interesting to you.
- Reply. We can respond to a user after reading their tweet. The application puts the name of that user preceded by the @, so that our response can be received.
- Retweet. This is what it is called to spread a message from our board among our followers, preserving its content.



Source: <https://www.shutterstock.com/es/image-photo/social-media-hashtag-businessman-suit-black-180651443> (accessed 12.02.2024).

TIPS:

- Include posts and comments regularly to keep the profile updated, always avoiding aggressive, personal or partisan comments, and excessive advertising. Comment on daily promotions, news and more, but do not abuse this resource. You can retweet comments from people or entities you follow, but do so with caution, as your profile should not be a reflection of that of others.
- Make sure you use keywords or hashtags that relate to the topics of interest, and create appropriate posts, for example, to identify offers or news. Remember to add the hashtags within the first 30 characters of your post.
- Include your profile in specialized directories, just as you include your website in commercial directories and guides. Add the link or username to your profile on other social networks to find followers and mark a virtual presence.
- When you receive a question or comment, don't let time pass without responding; Twitter should be immediate and fast, and this will also allow you to maintain a good relationship with your followers. On the other hand, avoid chat-style conversations, as this isolates and can tire your other followers. If you see that someone is threatening to do so, invite them to continue the conversation by email or by contacting your phone numbers displayed in the profile.
- Remember that you can add multimedia content to your comments. Add photos, videos, and also discount coupons to print and offer benefits to your customers. This will be an excellent resource to increase your number of followers, in addition to directly promoting your business and products.

X INDICATORS (TWITTER)

- Number of followers.
- No. of followed.
- Number of tweets.
- Number of retweets.
- Number of lists to which we are added.

WHY USE YOUTUBE?

- Free web application to upload and share videos.
- It is the third website with the most visitors in the world, after Google and Facebook.

Communication with clients: excellent for training and entertainment.

Brand exposure: Great future thanks to the variety of videos.

ADVANTAGE OF YOUTUBE FOR BUSINESS

Media: Present in 43 countries and more than fifty languages.

- means of promotion: artists, companies, politicians, strangers...
- Teaching medium: courses, tutorials, technical videos...
- Marketing medium: virality, instant fame, denunciation...
- Web search medium: Second after Google.

HOW TO PROMOTE A BUSINESS ON YOUTUBE

YouTube accounts for a large percentage of Internet traffic, which is constantly increasing due to the growing preference for consuming videos over other types of content.

If we add to this the fact that videos on the Internet are increasingly effective when it comes to encouraging the sale of a product, since they allow the business that offers them to be humanized and generate greater trust in the public, it is possible to affirm that being on YouTube is one of the most effective ways that exist when promoting a business.

HOW TO CREATE A VIDEO ON YOUTUBE?

It's not expensive, we just need an HD video camera or a phone with a good camera and some creativity.

We must simply create a video related to our business or product, which generates many views. The videos that generally achieve this objective are usually original, funny or very educational videos.

TIP When creating our video, it is not recommended that it be too long, and at the end of it we will include an invitation to visit our website, followed by its address.

CREATE A YOUTUBE ACCOUNT

If we still do not have a Google account, which is the same one we can use on YouTube, the next step is to create a YouTube account. By creating our YouTube account we will automatically create our YouTube channel, which will allow us to place all the videos we upload on the same page.

Before uploading a video to YouTube we must log in by clicking on the "Sign in" link located at the top right of the page. And then, we must click on the "Upload video" link, with which we will be directed to a page where we can select our video from wherever it is located on our computer.

Add title, description and tags

So that our video is easily found by our target audience and has a greater chance of being played, we must choose a title that uses a phrase or keywords by which we would like to be found, but that at the same time is attractive and describes it in the best way. possible the content of the video.

As for the description, it is advisable to start by putting the address of our website (for example, <http://www.mipaginaweb.com>), and then publish a brief description of the content of the video that at the end, like in the case of video, include an invitation to visit our website.

And as for the tags, these must correspond to phrases or keywords that allow us to classify our video, and make it easily found.

Promote video

A good title, a good description and good use of tags will allow our video to be easily found by users; and an attractive video will allow us to be recommended by them.

However, sometimes this is not enough for our video to have a good number of views, and it becomes necessary to promote it. To do this, we must share it widely on social networks such as Facebook and X (Twitter), publish it on our company blog, and encourage our readers to publish it on their own blogs.

Another way to promote our video is to send an email to our friends or contacts that includes a link to it, and ask them to share it with their own friends and contacts.

The ideal is that after having uploaded our first video to YouTube, we constantly continue uploading new videos.

This will not only allow us to further promote our business, but it will also allow us to attract followers, that is, people who subscribe to our YouTube channel and who are always aware of the new videos we upload.

The more videos we upload, the greater the chances we will have of being found and followed, and the more attractive our videos are, the greater the chances we will have that the people who follow us will be encouraged to visit our website and buy our products.

Communication with clients: it is effective and allows prioritizing words related to the activity.

Brand exposure: It is good since it allows web integrations that improve customer acquisition.

Traffic to your site: initially it was scarce but if done well it can generate many qualified visits.

WHY USE LINKEDIN?

Linkedin is famous for connecting professionals from all over the world. Many people associate it with finding new positions and advancing in professional careers, but LinkedIn can also be a valuable space to expand your network of contacts for many types of businesses.

- Communication with clients: it is not as powerful as Facebook and Twitter but it generates business if you position yourself as an expert.

- **Brand exposure:** It is effective if your team comes together to personally reinforce your personal brand, which has an impact on that of the company.
- **Traffic to your site:** Low although some LinkedIn applications can improve visits.

TIPS

Create a company page: Unlike personal profiles, LinkedIn company pages are set up to better represent a brand or organization. Even if you run a small operation, using a company page and connecting it to your own profile is a good move.

Highlight your business on your own profile: Personal profiles continue to be a powerful LinkedIn tool. They give you the opportunity to present yourself as the person behind the brand and build a professional reputation. Make sure your profile details your company's activities and links to all important pages: your business website, your professional Twitter account, etc.

Update frequently: Through your company page, you can publish news and update your professional community on the recent evolution of your company. It is important to use this option frequently and strategically.

Use great images: Every type of visual content uploaded to LinkedIn must be high quality – from the company logo to your own profile image. LinkedIn is not a very visual network, so it is important that the little freedom you have with images is used skillfully.

Start a group: A great social feature of LinkedIn is the ability to start a group that revolves around a specific interest.

Participate in other groups: Creating your own community is not enough in the world of social media. You have to be active in existing communities and interact with other users.

Interact: Despite the more professional approach, LinkedIn is still a social network. To be successful here you have to be a social actor who relates to people. The good thing about LinkedIn is that it helps you interact with the right people, showing the circles of connectivity. Browse through your connections' profiles and see who they are involved with. You could discover a valuable advantage.

Take LinkedIn seriously: Like any other marketing channel, LinkedIn is going to work well for you if you take it seriously and put in the effort to understand how it can work best for you. Because it is not a network "for the masses", many people tend to use LinkedIn the fast one. If you want to see real results, you must incorporate LinkedIn into your extensive social media marketing strategy. Stay on top of LinkedIn news, learn about features and tools, and browse through company pages and personal profiles to see how others are putting LinkedIn to good use.

There are many more social networks, but as a **CONCLUSION**

- Any business, small or large, can grow with the help of Social Media.
- Build quality content.
- Be consistent.
- Start measuring. Define metrics and work with them. Set goals - number of followers, number of visits... - and measure again, modifying strategies.
- Positioning is the key (tags, hastags, descriptions).

3.2.3. Exercises

Exercises recommended for the online version of the training

Exercise 1

Evaluate the truthfulness of the given sentences. Check "True" if the statement is true or "False" if it is false.

Phrase	True	False
On Facebook you don't lose control of information		x
A drawback of Facebook is the possible criticism	x	
Any business, small or large, can grow with the help of Social Media.	x	
LinkedIn company pages are set up to better represent a brand or organization.	x	
Communication with the client on LinkedIn is not as powerful as Facebook and Twitter, but it generates business if you position yourself as an expert.	x	
On YouTube, a good title, a good description and good use of tags will allow our video to be easily found by users.	x	
Internet social networks have become a social phenomenon that revolutionizes the way of communication and interaction that human beings had until now.	x	
Positioning on social networks is not important		x

Exercise 2.

Choose the correct answer:

1. What are the indicators of X (TWITTER)?

- Number of followers.
- No. of followed.
- Number of tweets.

d) All are correct.

Correct answer: d) All are correct.

2. What strategies does FACEBOOK allow?

- a) Get customer opinions about a product or service.
- b) Launch new products/services.
- c) Develop online catalogs.
- d) Conduct surveys.
- e) All are correct.

Correct answer: e) All are correct.

3. Achieving objectives on social networks requires:

- a) time, perseverance and a combination of permanent actions and specific actions.
- b) time, perseverance and specific actions.
- c) time, perseverance and varied actions.
- d) they are all true.

Correct answer: a) time, perseverance and a combination of permanent actions and specific actions.

4. What actions should we take to achieve the objectives on social networks?:

- a) Contact creation.
- b) Generate conversation (feedback).
- c) Get customer loyalty to our brand.
- d) Create valuable content that responds to identified needs and interests.
- e) All are correct.

Correct answer: e) All are correct.

5. What recommendations should be followed if we use a Facebook account?

- a) Write posts daily or at least periodically.
- b) All are correct.
- c) You should NOT saturate the wall with messages in a short time or give an abandoned profile image.
- d) thank you message, always respond to build trust and improve our reputation.

Correct answer: b)-All are correct.

Exercises recommended for the classroom version of the training

Exercise 1.

The Nespresso brand wants to communicate to its customers through social networks a new delivery system for its products (simple and flexible delivery).

Write an entry for the Nespresso Facebook account.

Write a tweet with the same communication objective.

Organizational framework

Each student must perform this exercise individually. Time 10 minutes.

Then present each proposed solution and debate each solution among the entire class.

To do this, each student will write on large sheets of paper the best and worst of each proposal and choose a winner. Time 40 minutes.

Exercise 2.

Find three supplier companies for your company, and locate which social networks it has, the number of posts it publishes daily in a week, which social network it uses the most and the one it uses the least.

Analyze several of your posts and locate the likes, dislikes...

Organizational framework

Each student must perform this exercise individually. Time 20 minutes.

Present the results of your research to the rest of your classmate, debate and decide which company best works with your brand on social networks. Write down the results obtained on sheets to be able to make the comparison. Time 30 minutes.

Exercise 3.

With the information you have read, you must create the corresponding social network for your training center. Define the name, the details that you have to write down in the publications, the message to transmit... everything as indicated for the networks mentioned above.

Organizational framework

It is done individually, each student must perform this exercise. Time 15 minutes.

Present the developed content to the rest of your colleagues and discuss whether it is correct or not for the expected objectives.

Write down the results obtained on sheets to be able to make the comparison and decide which training center is the one that has generated the best social network. Time 30 minutes.

3.2.4. Progress test (self-assessment)

Can you:	YEAH	NO
1) Name 3 social networks?		
2) Describe the main features of YouTube?		
3) Edit post on 2 social networks?		

4) Decide which is the best social network for your company?		
5) Create social networks for your company		

If you choose the answer "NO", we suggest that you return to the learning material and review it to achieve the desired learning outcomes (knowledge, skills).

Alternatively, we recommend that you consult the additional sources of information listed below.

3.2.5. Recommended sources of information

Recommended bibliography. You can find more information on the topic at:

- Social networks: a new dissemination tool. <https://revistas.ucr.ac.cr/index.php/reflexiones/article/view/1513> (accessed 20.12.2023).
- Using and involvement analysis of social and collaborative network in learning communities of the University of Granada (Spain) and John Moores from Liverpool (United Kingdom) https://www.researchgate.net/profile/MP-Caceres-Reche/publication/277881158_Analisis_del_uso_e_integracion_de_redes_sociales_colaborativas_en_comunidades_de_aprendizaje_de_la_Universidad_de_Granada_Espana_y_John_Moores_de_Liverpool_United_Kingdom/links/5575ae8908aeb6d8c019bf60/Analysis-of-the-use-and-integration-of-collaborative-social-networks-in-communities-of-learning-from-the-University-of-Granada-Spain-and-John-Moores-from-Liverpool-United_Kingdom.pdf (accessed 20.12.2023).
- The use of the networks social in the Business field: analysis of the determinants of its adoption, intensity of use and influence <https://riunet.upv.es/bitstream/handle/10251/59538/SELL%C3%89S%20-%20EL%20USO%20DE%20LAS%20REDES%20SOCIALES%20EN%20EL%20%20C3%81MBITO%20EMPRESARIAL%3A%20AN%C3%81LISIS%20DE%20THE%20DETERMINANTS%20DE%20....pdf?sequence=5> (accessed 20.12.2023).

3.3. Attract companies and their management to cooperate in the development of vocational training

3.2.1. Detailed learning outcomes

As a result of learning you will be able to:

- Differentiate between different social networks.
- Select social networks based on the promotional activities carried out.
- Discuss the different functionalities of social networks.
- Apply the rules of posting on social networks.
- Discuss the rules for publishing posts on social networks.
- Select methods and techniques to increase the popularity of posts published on social networks.
- Distinguishes between methods, techniques and instruments to evaluate the quality of promotional activities in the environment, including among employers.
- Operates selected social networks to promote vocational education in the environment, including employers.
- Create a school account on selected social networks.
- Edit posts to be published on social networks.
- Social media posts.
- Carries out activities aimed at increasing the popularity of published publications.

3.3.2. Learning material

After knowing some of the most used social networks, content must be given to them. We have to unite the vision, the mission... but you have to create content to generate traffic to your company's social network, you have to know how to write the headline of a press release or an email, because it is the hook with the client. **It is essential to publicize the vision and mission of our product or company.**

How to write a post? How do I title the videos, content to publish on the networks?

Recommendations to keep in mind when writing on social networks:

- *Generate intrigue: generate curiosity about the content to get the click.*
- *Journalistic style: telling the main idea in the headline as opposed to generating intrigue.*
- *Activist base: involve followers in an action.*
- *Generate pain and fear: it fits especially with beauty, health content...*
- *Generate pleasure: generate that you will like the content.*
- *Show an opinion: in a well-argued way.*

How to write a press release to attract companies that will collaborate with our training?

To attract companies, we not only have to use the networks, but you must know how to write a note, an email, a statement to attract companies that are to be collaborators in our training and that they know your objective with that writing. This content will be the basis for developing content on networks, whether in images, videos, text...

WRITING A COMMUNICATION

The communication note is the medium through which a company communicates content to other people. The reasons may be various: to communicate the launch of a new product, a training course, a job search...

Whatever the content, there is a fundamental premise: decide the message you want to communicate and do it in a clear, concise way and offering the data transparently and in an information format, not an advertising one.

The content must be fresh, interesting and with data that deserves to be published and known by others.

STRUCTURE OF A COMMUNICATION

1. **HEADER:** Indicate what it is about. It is common to include some image. Make sure it is at a low resolution so that the weight of the document does not increase when sending through social networks.
2. **HEADLINE:** It must concentrate the main message that you want to communicate in an attractive way. Between 5-10 words is appropriate.
3. **BODY:** It must be between 300-500 words and answer the questions What? As? Where? When Why? The information must be distributed in several sections so that it is not a very extensive block.
4. **COMPANY INFORMATION:** At the end of the writing, basic information about the company must be included (name, sector, location, positioning, vision, mission...).
5. **CONTACT:** It is very important to indicate the name of the person responsible to be able to contact (name, email, social networks...).

STRUCTURE 2.0

The digital environment has taken over traditional media and also the way of preparing a press release.

It is not an easy task, since we have to generate interest and differentiate ourselves from the communications sent by other companies and be the ones chosen.

People and companies search on the Internet; on blogs, social networks, through search engines... Therefore, it is very important that they find information about your company/brand on the Internet easily, through online press releases and good marketing planning.

ELEMENTS OF ONLINE COMMUNICATION

1. **CONTACT:** in addition to the phone number and email, add the X account (formerly Twitter), Facebook, LinkedIn.... The authorship of content on the Internet is very important for search engines.

2. **SHARE THE CONTENT ON SOCIAL NETWORKS:** Include social media buttons so that your information is shared, both by real or potential clients who can make the news viral. If it includes video, it is appropriate to upload it to YouTube to be shared more easily.
3. **PHOTO GALLERY:** It is interesting to offer several images of the news so that the person can download it. You can use the Flickr account that allows you to know how many times it has been shared on social networks.
4. **DOWNLOADS:** All documents offered for download must be uploaded in more than one format to be accessible. For example, a press release must be in word and pdf format.
5. **BODY OF THE DOCUMENT:** In the text of the communication, links to web pages can be included to complete the information (to the website of the training center, of the company, if it is an event or day, to the website of the place where it will be held ...). Include different fonts that help the reader identify important information, subtitles, highlight testimonials...

ALIGNMENT WITH ONLINE MARKETING

- Identify the keywords through which the company's website is positioned and that are related to the press release.
- In the links included in the press release, track them through Google Analytics to discover where each visit comes from and know if the traffic source is. Add a relevant name to the images and documents in the online press release, a name that is related to the keyword that you want to position.
- Mark multimedia content to be able to appear prominently in search engine results and thus obtain more visits.

ONLINE COMMUNICATION TEMPLATE

Classic press release: It should not be identified as a boring document in terms of its design and/or content, but its layout line has a traditional and serious tone created for companies: institutions, governments,... It maintains its edeencia Regarding the training content, it is written with a more neutral and formal language.

LOGO.

Monday, 20th May, 2013

PROF. GONZALO GONZALEZ GONZALEZ I. VIO GONZALEZ GONZALEZ

Siempre da la opción de suscribirse a todas tus notas de prensa y añade una persona de contacto.

Trata de adjuntar los videos en al menos dos formatos. Lo mismo con el resto de contenidos.

Textos justificados y sin adjetivos. Se está informando, no calificando.

Destaca información con negritas y cambios de color

Tamaño de letra entre los 8 puntos y los 12. Utilizar tipografías con remates.

Introduce los testimonios con las formas verbales "aseguró, informó, afirmó,..." o en presente "comunica, anuncia,..."

Introduce testimonios y adjunta una fotografía del portavoz.

Ofrece la opción de descargar el pdf. o de imprimir

Dedica un breve apartado a hablar sobre la empresa.

ABOUT US

www.augate.com
Twitter: @augate
Facebook: @augate

Source: <https://www.launchmetrics.com/es/recursos/blog/comunicados-de-prensa-online-informacion-y-formatos> (accessed 20.12.2023).

SOCIAL COMMUNICATION

One way to convey the type of company you are or want to be is through press notes with a more informal tone. Without losing the basic essence of the informative document. It is good to know how to adapt this type of content to always make it clear which is the editorial line under which you identify yourself. It is not advisable to be a sports brand and design a monochrome press release in Aryan font, for example.

Fotografías más divertidas y en un mayor tamaño →

El tamaño de la letra no puede ser superior a 16punts

Amplio abanico de posibilidades para la tipografía, pero ¡cuidado! No escoger tipografías de fantasía o demasiado informales.

←

No olvides incluir las opciones de descarga de fotos, videos, ficheros, mediakit, adjuntar links...

→

Los verbos decir, explicar, contar,... sí que se pueden utilizar cuando se introduce un testimonio.

←

Juega con el diseño y utiliza botones más informales.

Source: <https://www.launchmetrics.com/es/recursos/blog/comunicados-de-prensa-online-informacion-y-formatos> (accessed 20.12.2023).

PRODUCT

When sending an online communication about the presentation of a product or a new service, there are a series of aspects that you should not forget to include:

- Offers the option to download a wide range of product photos.
- Offers the opportunity to test the product.
- Includes the testimonial of the product creator.

EVENT

When an event is organized, the fundamental basis of these online communications is to indicate the reason, location data and date. None of these elements should be omitted and it is good to repeat them a couple of times. And don't forget to include:

- Button to confirm attendance.
- Includes the most important data; place, date and time.
- Attach a map with the exact location of the event. You can enlarge it with google maps.
- Online information: hastags and streaming video.

IMPORTANT

In communication, we find ourselves day by day with the need to write many types of materials: an internal communication, information for the notice board, a congratulatory letter, an invitation to the event... Although there are no closed models for each text, the Basic recommendation is that you do not forget to include the basic data and concepts that you want to convey.

For example, the company logo must appear in all traditional and online communications. Depending on the audience you are addressing, you must write about yourself or yourself and previously select what you want to communicate.

3.3.3. Exercises

Exercises recommended for the online version of the training:

Exercise 1.

Evaluate the truthfulness of the given sentences. Check "True" if the statement is true or "False" if it is false.

Phrase	Ttrue	False
When you organize an event and communicate it online, you cannot forget to indicate the reason, location data and date.	x	
If you publish a new product on the company's website or social networks, you should not offer a wide range of photos of the product.		x
In the header of the statement you have written, you should not include your company logo.		x
When you publish a statement on a company social network, should you share it on the rest of the networks to get more traffic to your statement?	x	
When you publish a post with a company statement, should you follow the number of followers, number of visits?	x	

Hashtags, tags, and keywords in posts are not important for positioning on networks.		x
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Exercise 2.

Choose the correct answer:

1. When writing a post on social networks, you must:

- a) Generate intrigue.
- b) journalistic style.
- c) Show a review.
- d) All are correct.

Correct answer: d)-All are correct.

2. When you publish a video of your product on YouTube, what will help it have more views?

- a) A good title.
- b) A good description.
- c) Good use of labels.
- d) All are correct.

Correct answer: d)-All are correct.

3. If you publish a new product on the company's website or social networks, you must include:

- a) Offer the option to download a wide range of product photos.
- b) Offer the opportunity to try the product.
- c) Include the testimonial of the product creator.
- d) All are correct.

Correct answer: d)-All are correct.

4. In the header of a statement you must:

- a) Indicate what it is about. Include an image.
- b) Include product comments.
- c) Just put what product it is.

Correct answer: a) Indicate what it is about. Include an image.

5. When you publish a post with a company statement, and you don't have the expected number of visits and followers, what should you do?

- a) Republish the post.
- b) Improve the content of the post, new keywords, hashtags and publish it again.
- c) Control the positioning of competing companies.

Correct answer: b) Improve the content of the post, new keywords, hashtags and publish it again

Exercises recommended for the classroom version of the training

Exercise 1.

The Nespresso brand wants to communicate to its customers through social networks a new delivery system for its products (simple and flexible delivery).

Write the press release

Organizational framework

Each student must perform this exercise individually. Time 10 minutes.

Then present each proposed solution and debate each solution among the entire class.

To do this, each student will write on large sheets of paper the best and worst of each proposal and choose a winner. Time 40 minutes.

Exercise 2.

The Nespresso brand wants to communicate to its customers through social networks a new delivery system for its products (simple and flexible delivery).

Write the press release.

Organizational framework

Each student must perform this exercise individually. Time 10 minutes.

Then present each proposed solution and debate each solution among the entire class.

To do this, each student will write on large sheets of paper the best and worst of each proposal and choose a winner. Time 40 minutes.

Exercise 3.

Since you have already created the company's social networks, you must make a statement on all of them to invite potential collaborating companies to visit your training center. You must make the statement, adapt it to the different networks and website of the center, image.... and not forget anything indicated in the text that you have studied.

Organizational framework

It is done individually, each student must perform this exercise. Time 20 minutes.

Present the developed communication to the rest of your colleagues (who will act as external companies) and convince them to attend the event.

debate whether it is correct or not for the expected objectives.

Write down the results obtained on sheets to be able to make the comparison and decide which training center is the one that has generated the best social network. Time 30 minutes.

3.3.4. Progress test (self-assessment)

Can you:	YES	NO
1. Write the content of a communication to publish it on networks or on the company website?		
2. Define the keywords to achieve greater traffic to the written post		
3. Publish a video on networks with attractive text that allows people to locate and view it?		
4. Decide on which social network the statement you have prepared should be published		

If you choose the answer "NO", we suggest that you return to the learning material and review it to achieve the desired learning outcomes (knowledge, skills).

Alternatively, we recommend that you consult the additional sources of information listed below.

3.2.5. Recommended sources of information

Recommended bibliography: you can find more information on the topic at:

1. Apple press room <https://www.apple.com/es/newsroom/>
2. Atresmedia, through its Ponlefrene platform with its website <http://compromiso.atresmedia.com/ponlefrene/>, carries out actions whose objectives are to inform, through this platform it reports news on road safety education and related to accidents on the road. It also informs about the campaigns it carries out, the races it does throughout Spain throughout the year and tips to avoid accidents and have good driving.
3. The Isabel company has launched the campaign "Quality is Rosa Isabel" on its website <https://www.isabel.net/la-calidad-es-rosa-isabel> in which 500 free shopping carts or 2000 Isabel products are raffled off. The consumer must purchase at least €10 of Isabel products, register on the website and upload the purchase ticket and if they are the winner, the amount of said ticket is entered. This action attempts to generate behavior with its audiences and gives the brand the opportunity to know the people who consume its products through their personal data.

5. GLOSSARY

<i>English</i>	<i>Spanish</i>
consumer	consumidor
content marketing	marketing de contenidos
cooperation	cooperación
description	descripción
digital marketing	publicidad digital
market	mercado
market positioning	posicionamiento en el mercado
marketing	marketing
marketing strategy	estrategia de mercadeo
social networks	redes sociales
strategic marketing	mercadeo estratégico
tactical marketing	marketing táctico
target	objetivo
vocational training school	escuela de formación profesional

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