



e-MENTORING: New skills and competencies for new jobs

Project No: 511579-LLP-1-2010-1-LT-KA3-KA3MP

01.01.2011 - 30.06.2013



Education and Culture DG

Lifelong Learning Programme

# Capacity of Social Networks for promoting ideas

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Presence on social media ?

Above or under 40?

Active on twitter at this moment?

New layout Facebook



Dear Facebook,

the new update sucks giant balls.

Sincerely,

your 500 million users.

# Social media facts

Almost one billion users

Facebook 700> million users



Third country of the world

Exponential birth rate of new users

No gender difference

Average user age is 28, 90% is under 40

140 million tweets a day>



# Marketing

Traditional way of marketing is changing  
Your employees and (potential) clients  
are active on the internet  
You can't control the communication anymore  
in a traditional way



How to influence in a positive way the image of your service,  
product or yourself (viral marketing)

# Viral marketing

- Promote your web presence (influence the search engines)
- Try to get a link
- Ask for reviews of your products or services
- Encourage your clients for testimonials
- Request your clients or prospects to (re)tweet
- Submit your articles to high PR articles directories
- Comment on popular blogs (frequently)
- Try to connect an influence person to your product or service
- Make a video podcast

Traffic to web presence is the result of many activities



- Recruiting by internet
- Screening potential employees
- 45% of the people find a job using their network
  
- Increase your network
- Online promoting; personal branding
- Digital identity



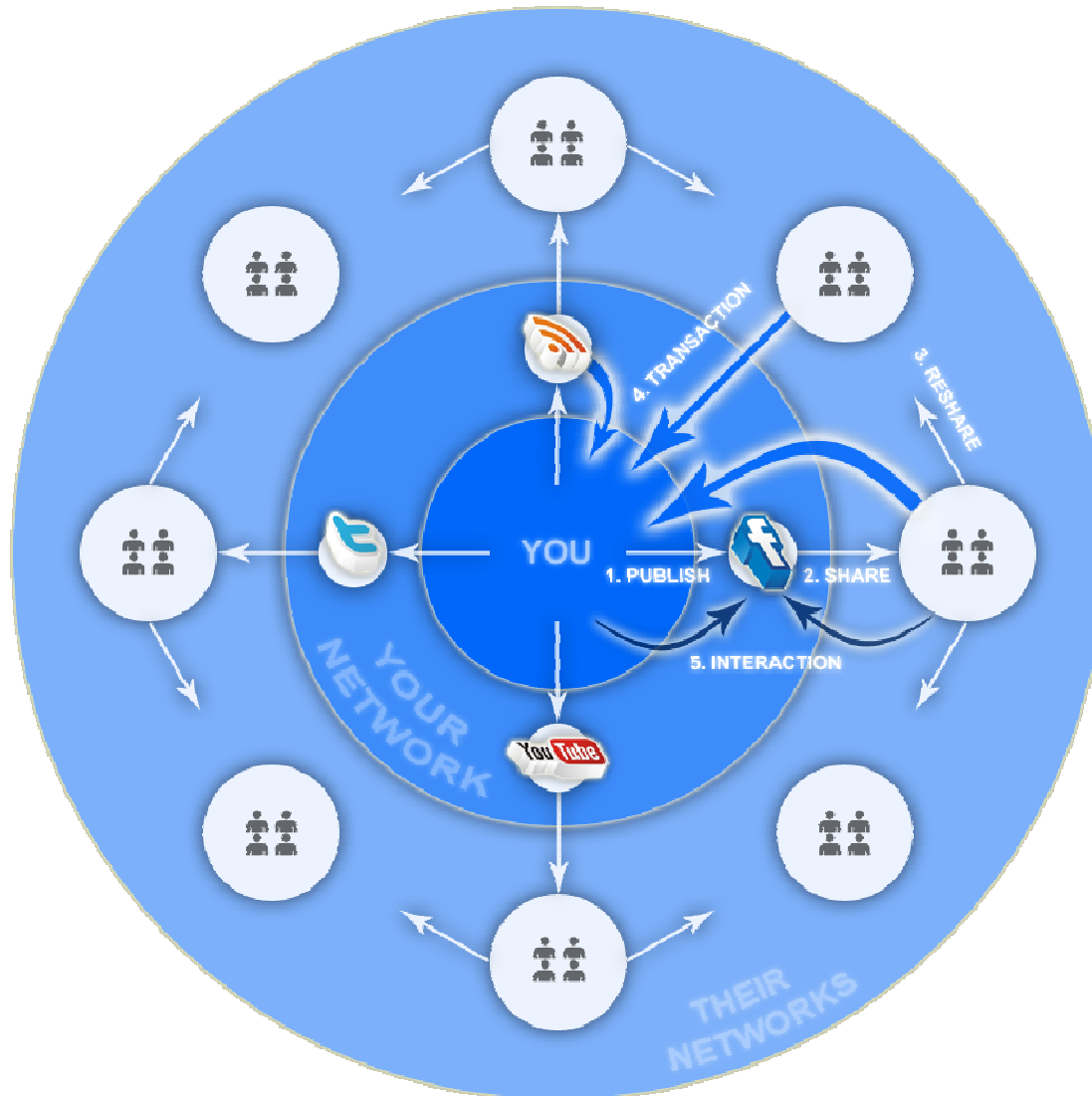
**Be ware of traces!**



## Creating your professional online identity

- Brand yourself (who am I?, what do I want and , what are my skills?)
- Steps to do:
  - Google yourself
  - Make a profile and promote
  - Start blogging
  - Start discussions
  - Develop your personal website

Be authentic and honest



Build the  
relation  
then sell it !



80% of Twitter usage is on mobile devices

people update anywhere, anytime

**Imagine what that means for bad customer experiences?**





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# Round-table discussion on social network

Moderator: *Ton Brouwers*

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