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## **SMM4WIN – IO2 topic ontology**

Following content organization is proposed for the IO2. Content should not be overly technical, as it must inspire the youth to re-consider career development in Social Media Marketing.

### **Two-level approach**

Proposed course ontology is divided into two levels. First level consists of 5 contents which are addressed for the participants with larger limitation in their educational process (mental disabilities). Second level consists of 6 contents + 1 self-reflection content is addressed for these participants who have physical disabilities and those participants with mild mental disabilities who would like to take their study to the second more advanced level.

Annex addresses the problem of the limitations and the feasibility of the implementation. Self-reflection method is recommended for the participants and the youth educators as learners may encounter different limitations in terms of disability but even socio-economic i.e. lack of the equipment or software to efficiently manage the process. The Annex is to address these topics.

Course should be provided in the “educational chunks” and should not be too academic, as it will discourage youth from participation. Inclusion of the social media as one of channel for the course is highly encouraged (with use of for example stories, videos and etc). Topics should be taken in the order from 1 to 5 (basic level) and 1 to 7 (advanced level). Self-reflection kit should be developed and be available for access in online and offline version for participants.

Proposed IO2 topic ontology of the course of basic level (foundation) is as follows:

### **Topic 1 – Me, Computer and Internet**

Introduction to the topic of computer. What is computer? What is Internet? How it can make my life easier?

## **Topic 2 – Introduction to Social Media**

What is social media? How I can use it?

## **Topic 3 – Social Media Essentials: Facebook**

How to set up account on Facebook? How to communicate with friends?

## **Topic 4 – Social Media Essentials: YouTube**

How to use YouTube? YouTube and self-education.

## **Topic 5 – Cybersecurity essentials**

How to be safe in the social media and be careful in communication.

Proposed IO2 topic ontology of the course of advance level is as follows:

## **Topic 1 – New Jobs in Social Media Marketing. The Future of Jobs.**

Introduction of the youth into changing perspective of the global work market. Stress is put out on the automatization and digitalization and what does it mean. The da

## **Topic 2 – How to get started with Social Media Marketing?**

Simple guidance on how to get started with Social Media.

## **Topic 3 – YouTube, Snap and Facebook – Get Involved**

Review of selection of social media channels with the understanding of their dynamics.

## **Topic 4 – Content Creation for Social Media**

Content is the king. “Document, don’t create” – how to build inspiring content based on your real life.

## **Topic 5 – Social Media as my New Job**

How social media for personal use differs from business account? How to get paid for usage of social media;

## **Topic 5 – How to Build a Portfolio and send Unsolicited Proposals**

Preparation of the portfolio and own proposals for local companies and NGOs for starter.

## **Topic 6 – Case studies: Disabled and Work in Social Media.**

Case studies: people with disability who work successfully in Social Media Marketing. Cases and Success Stories.

### **Self-Reflection – Challenges, Limitations and Beyond**

Methodology and Reflection of the Feasibility of Implementation of the Programme. Should be filled out by the participants in the course and educators.