



Co-funded by the Erasmus+  
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SMM4WIN – IO2

## **ICT infrastructure, namely the smart learning environment and the community platform**

*Learning environment - Two-level approach for courses will be developed*

### **The course of basic level (foundation):**

Topic 1 – Me, Computer and Internet- *RTA*

Topic 2 – Introduction to Social Media - *ECOINSTITUTO*

Topic 3 – Social Media Essentials: Facebook- *ALSTR*

Topic 4 – Social Media Essentials: Youtube - *FZZ*

### **The course of advance level:**

Topic 1 – New Jobs in Social Media Marketing. The Future of Jobs. Social Media as my New Job- *ALSTR*

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

Topic 3 – Youtube, Snap and Facebook – Get Involved- *FZZ*

Topic 4 – Content Creation for Social Media - *ALSTR*

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

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

Topic 7 – Stay safe online - *ECOINSTITUTO*

Topic 8 - Self-Reflection – Challenges, Limitations and Beyond - *RTA*