

# Working across Europe

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# **Social media as a tool for opportunities and employment**

# Outline

- Introduction
- Twitter
- Facebook
- Other platforms
- Group discussion and live feed

# Introduction

- My role as Communications Officer
- Developing our networks
- Social media successes

# Twitter

- Background
- The essentials: your profile, @, #, links, media
- Establishing your 'voice'
- Who to follow and generating followers
- Supporting platforms
- Sourcing employment and opportunities: live feed using @EMCYouthcom @scottishmusic #EMC #EFM13
- Twitter Music Service!

# Facebook

- Background
- Profiles, groups and pages
- A tool of enhancement
- Who to like and generating likes
- Promoted posts and advertising

## Other Platforms

- Networking: LinkedIn
- Images: Instagram, Flickr, Tumblr
- Audio: SoundCloud
- Video: YouTube, Vimeo

## Group discussion and live feed

- @EMCYouthcom
- @scottishmusic
- #EMC
- #EFM13