

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Project partners will have to produce real life case scenario learning objects, related to the video interviews

Each learning object will start from interesting inputs coming from the interview with entrepreneurs/company manager.

Each learning object will aim to enrich VET teachers classroom activities by challenging students with practical activities to consolidate their specific knowledge, competences and skills.

Title of the learning object	Social Media Marketing Strategy for Museo Valencià de la Festa
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://www.youtube.com/watch?v=52Ah2OtHfGE
Description of the context	<p>The Valencian Festivity Museum is a local museum, based in Algemès (Valencia) with an international prominence, and promote the Festivity of the Holy Mother of the Health, officially recognized by UNESCO as cultural heritage of Humanity.</p> <p>Besides the permanent exhibition, the Museum also host temporary exhibitions of modern art, traditional clothing, etc.</p> <p>The Museum has a webiste that, although attractive, is being constantly under review and need to be improved to be more modern and updated.</p> <p>As to social media, the Museum has a Twitter and Instagram pages. The Museum director is full aware of the key role of social media nowadays, and how appealing and captivating can be working on them. Nevertheless, the Museum has limited resources to invest more in them; they also would like to do more and better in social media, and to exploit their full potential to promote the cultural heritage worldwide.</p>
Practical activity to be performed Results to be achieved	<p>Activities Go through and analyse the Video interview to the Director of the Museum, and figure out a suitable social media marketing strategy.</p> <p>Results 1 proposal of Social Media Marketing strategy</p>

<p>Guidance, suggestions and mistakes to avoid</p>	<ul style="list-style-type: none">• Have a look at the Museum Instagram and Twitter pages• Have a look at the social media pages of other intangible heritage museums• Set up an integral social media marketing strategy to promote the Museum, the festivity and other activities• Take in mind that Museum staff have not so much time to spend on it, so make it effective and handy to use.
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