

IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the learning object	Proposal for improving Social Media Marketing for The Social Nest
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=XB8Dlhbj_8
Description of the context	<p>Social Nest is an organization founded at the end of 2010 with the aim of generating a positive social and environmental impact through entrepreneurship, supporting people in developing entrepreneurial initiatives with high social impact. The services provided by the Foundation are: support services, training, advice, networking, events, contacts and facilitation to access funding opportunities.</p> <p>The Foundation also runs a co-working space, The Nest space, an innovation and entrepreneurship hub that facilitates collaboration and networking among companies, investors, mentors, etc., also providing workshops and knowledge sharing.</p> <p>The Foundation manages two interlinked webpage; one for the Foundation and the other one for The Nest collaborative space. It is also active in social media, like Facebook, Twitter and LinkedIn and some inversions have been also made to increase the results of the social media strategy.</p> <p>A next step would be open an Instagram account for The Nest space; it would be a first experience in the Instagram. The logo has been recently renewed and the team is very satisfied with it as it well reflects the essence and the spirit of the foundation. The aspiration of the Foundation is growing nationally and internationally, it is already supporting foreign people in developing their entrepreneurial initiatives.</p>
Practical activity to be performed Results to be achieved	<p>Activities</p> <p>Go through and analyse the Video interview to Social Nest President and understand what the next future steps the foundation would take are.</p> <p>Set up a proposal for strengthening the Social Media Strategy</p> <p>Results</p> <p>1 proposal for strengthening the Social Media Strategy</p>
Guidance, suggestions and mistakes to avoid	<ul style="list-style-type: none"> • Analyse the existing Social media pages of the Foundation and The Nest space • Think about how to increase the strategy, especially for The Nest space • Do not forget to keep both a local and international approach



Project Number: 2016-1-ES01-KA202-025441

	<ul style="list-style-type: none">• The Foundation is already working on social media, even has invested in them. Try to provide very innovative solutions to give the proposal a real added-value for the foundation.
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Co-funded by the
Erasmus+ Programme
of the European Union

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