

Technology Enhanced Learning

Case Study: Facebook



Introduction:

Social Media can be a helpful and effective way to make and maintain both collaboration and personal contact with students, co-workers, and other people in the field of Vocational Education and Training (VET).

In fact, Social Media is not just an option anymore for Companies, but an essential tool to reach their real and potential public; and to communicate with others in general, especially after the breakdown that Covid-19 Pandemic has created for everyone's daily life. That is one of the reasons why Red Araña uses them as a communication tool and, at the same time, teaches and trains future entrepreneurs on how to extract the maximum benefit for themselves and their future businesses.

facebook

Summary:

This case study is about the advantages of using Facebook as a key element for an organization communication strategy.

It allows you to communicate with potential users, students, clients, and customers without your having to tell them about the benefits of your products or services, but letting other people share their thoughts about them. Besides this, now quite basic characteristic of most social networks, Facebook offers features like:

- Facebook Messenger, to communicate in real life with others;
- Facebook Shops, to sell your products without leaving the platform;
- or Facebook Insights, that offers an insight about your audience.

"Facebook allows people who are in the same situation of difficulty (unemployment or any other kind of exclusion) to create shared networks for the exchange of resources, ideas, job offers, etc."

**Arantxa Carballo,
Psychologist and VET trainer**

Facebook as a Technology Enhanced Learning (TEL) tool

Facebook has made it possible, for all kind of people and organizations, to continue to be in touch with others (friends, family, and even people in their fields of work) even in spite of COVID-19 related restrictions.

Facebook creates a surprisingly big amount of collaboration possibilities both for teachers and learners, perhaps even showing them new paths to follow in an educative environment, that grows daily more international and more connected.

Red Araña provides on-site and on-line extracurricular education with the aim of helping people to find a job or even to become entrepreneurs, and be the ones creating job opportunities for others. We use Facebook to connect with our real and potential users, sometimes even as a substitute for the phone (e.g. for people who don't have one, or don't want to use it because it is shared).

Using Facebook as a business communication tool

Facebook, with more than 2.89 billion monthly active users (Statista, 2021), is the most popular social media platform nowadays, so it seems almost necessary to have some presence in it if you want your businesses' content to reach one of the broadest markets of potential clients and customers. To succeed, one of the first steps must be to design a communication strategy. For example, you should decide if you want to address your public directly or use other ways, such as leaving comments on their publications. To do that, it is essential to know your audience and understand them.

"Social networks, amongst them Facebook, serve us both to connect with potential users of our projects, allowing us to reach those people who are most in need of our help."

Arantxa Carballo,

Psychologist and VET trainer

E-Growth is a project funded by the Erasmus+ programme. The project is set out to explore the use of business simulations and Technology Enhanced Learning (TEL) in the delivery of Vocational Education and Training (TEL). The TEL Handbook and E-Growth business simulation is available in English, Czech, Spanish, Greek and Hungarian.

For further information visit:

<https://e-growth-project.eu/>



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