Collaboration and Social Media

Learning Journey 6:

Introduction to Collaboration and Social Media

Foreword

Digital technologies are impacting not only on the way we work and play but also on how we teach and learn. It is creating opportunities for Vocational Education and Training (VET) teacher/trainers, VET institutes and the VET sector to innovate how training and education is delivered.

This Learning Journey has been developed as part of the Erasmus+ project called **Enterprises Growing Through Business Simulations (E-Growth).** This is about VET teacher/trainers in the use of **Technology Enhanced Learning** (TEL) within in VET courses. In addition to this set of seven **Learning Journeys**, the project has also developed a business simulation called, **PROSPER**, as an example of the use of TEL – the simulation supports the development of the knowledge and skills associated with running and growing an enterprise. The project has also published an e-book called, **A Guide to Technology Enhanced Learning in VET**.

LJ6: Collaboration and Social Media

This Learning Journey is called **Collaboration and Social Media.** It is part of a set of seven Learning Journeys exploring the use of TEL methodologies including simulations and serious games, e-assessment and e-portfolios and Virtual Learning Environments (VLEs).

Figure 1: Learning Journeys - Technology Enhanced Learning
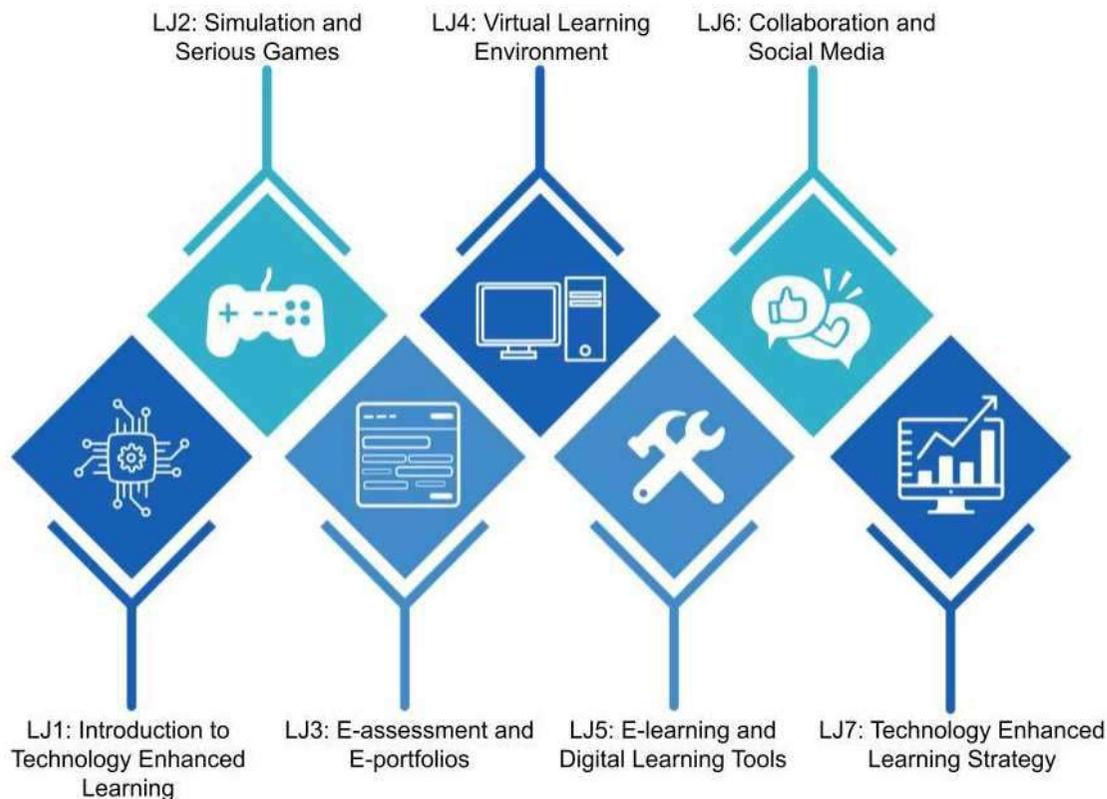
Each Learning Journey comprises an explanation of key terms, tools and methodologies. In some Learning Journeys, there are:

● Practical 'how to checklists'
● How to guides and
● Examples of digital tools

The last Learning Journey is designed to help you to plan and implement your own Technology Enhanced Learning Strategy.

LJ6: Collaboration and Social Media

E-Growth

Aim:

This Learning Journey is about the use of collaboration tools and social media to support effective learning. Teamwork is essential in today's companies, and we must know the digital tools that make it easier for us to get closer to our teammates in the workplace.

Learning Outcomes:

Be able to explain the use of collaboration tools and social media in supporting effective learning

Understand how to select and integrate the use of collaboration tools to support effective learning

Understand how to develop and use social media tools support effective learning

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In order to better understand what digital collaboration is in the business environment, it is necessary to understand the current situation.

Due to the health crisis generated by COVID-19 most countries have suffered a period of quarantine throughout the pandemic. This situation has made us rethink the way we work and has made us totally adapt to the new situation, in which the contact between co-workers is quite scarce.

When we talk about business collaboration, we are referring to how a company communicates internally. This communicative aspect has become a main tool within companies due to the teleworking implemented in this pandemic era.

In addition, companies are constantly growing, which means that there are more workers within the same company, which makes business collaboration quite complicated.

Collaboration and Social Media

The most widely used communication tools in companies are social media. These were originally created for people to have a good time and make new friends. But they have gone far beyond this. The way we communicate in today's society has completely evolved, bringing us closer to those who are far away.

Social media has given us the opportunity to think about how we want to redirect the strategy of each business, creating social media marketing, as well as generating a corporate branding and a personal image within them.

There is a wide repertoire of social networks that can help us with our business and the communication we have within our company. But we can also generate a personal brand as a company for potential customers, from the ease of a click.

It has even been possible to create new professions to meet the needs of companies in this field. The well-known community managers help companies to generate content and give visibility to the brand.

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There are many ways to perform business collaboration, in this document we collect the best tools that can be used in different areas of work:

Team organisation tools:

- **Slack:** This tool is very popular and useful, as it allows you to have instant messaging and different conversation channels open at the same time.
  This application allows you to talk about a specific problem or topic through a post. You can include the people you need in that problem and comment on it.
  It also allows you to share files, generate links and edit the messages you have already posted. You can integrate different google applications into it. You can highlight a specific conversation and choose the people you want to participate in it.
  It is very useful for a different communication with your team and to generate new ideas.
- **Trello:** This great online organisation tool allows you to make boards and design them to your liking so you can get as organised as possible. It can be done in a corporate way, but also the application itself offers you pre-designed boards for use. It has a very easy intuitive interface, you can assign a task to a specific team member, make the cards public or private with your team, you can include checklists, due dates
- **Infinity:** It is an application that helps you organise tasks, see the development of the work of your employees, objectives, leads from your cell phone. All in real time and always remotely. It is a great application to organise the tasks of your team and to control the objectives of your business.

Social Media Tools:

Within the social networks there are an infinite number of tools that can help us to obtain a better performance of our business. Here we will describe some of them that can be useful.

- **LinkedIn:** The professional Social Network par excellence for any business. You can create different contacts from sectors that may be of interest to you, create synergies and publish your work progress. It can also help us to find professionals we need or future employment.
  Within LinkedIn there are tools that can be used to benefit us as entrepreneurs:

  o LinkedIn groups are a tool for contacting different groups of professionals in the same sector. Companies can benefit from these groups and can connect with specific professionals or products that another company can offer.

  o LinkedIn offers learning courses within its social network and these can validate knowledge and confirm the content of a CV or job summary. All this helps to improve as professionals and as entrepreneurs. These courses can also be offered to employees who may be interested in further training.

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- **Facebook:** this social networking tool is widely used by great professionals. Facebook can be used to create specific pages for a business. It allows the business to promote its brand through personal and professional marketing on its page.

  o Communication between staff is in real time with Facebook Messenger, and it helps to maintain active communication between co-workers. Facebook also has the ability to make video calls.

  o The fan page is an internal Facebook tool that is used to promote the business, talk to followers, and make posts that may be interesting. It is a way to connect with your audience and your customers if necessary.

  o Facebook insights is an internal tool reporting the statistics of your fan page. With this tool you will be able to know the number of visits to your page, the number of likes of your posts, the progression of your reach.

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Design tools:

- **Canva:** complements social networks. It is a well-known design and presentation tool which can be modified and remodelled to reflect a personal brand. Posts and additional content can be created, and stories can be included to support the posts.

- **Tailor Brands:** is used to create a company logo. After answering a series of questions about what your company does the logo is created in a matter of seconds. The logo can then be modified as required.

- **Genially:** is a page used to create dynamic, interactive and fun presentations. The presentations are an effective way in which to engage colleagues and team members.

As can be seen, there is a great variety of social networks and tools that can be used to boost a business. The business simulation tool designed within the Egrowth project can also be used to help us understand how to create a successful business. It is essential to formulate a vision and how it will be executed, so that the main business objective is achieved.