

Partner Institutions

CRAMARS società
cooperativa sociale
ITALY



Fundación
Universidad
Empresa de la
Región de Murcia
SPAIN



Technological Educational
Institute Thessaly
GREECE



Aidlearn, Consultoria em
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PORTUGAL



Inova Consultancy Ltd.
UNITED KINGDOM



MFG Medien- und
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GERMANY



World University Service
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**Social Media Training to
Combat Unemployment
Among Higher Education
Graduates**



Erasmus+

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About the SALE Project

SALE makes a difference

Given the high competition at the job market, the employability of graduates has come under scrutiny, particularly as the unemployment rate of higher education graduates has continued to increase.

Nowadays, more and more companies are using social media channels to find suitable employees. For graduates it is therefore essential that they are also able to present their skills and expertise online in an appealing way in order to gain the attention of potential employers.

This project therefore puts an emphasis on strengthening the social media competences of graduates in order to successfully apply for job vacancies which are posted online.

→ Main aims of SALE

Developing an interactive social media training course for unemployed higher education graduates

Matching job positions with the right higher education graduates

Decreasing the number of unemployed higher education graduates in all participating countries

The 5 Key Outputs

Within the SALE project there are five key outputs:



Interactive Training Programme

Between February and April 2016 all project partners will start the piloting phase by training unemployed high education graduates on- and offline according to the following training programme:

I	Introduction Module
II	To know and present oneself
III	Understanding business environment and needs
IV	Analyse social media characteristics and match with personal aims
V	Using ICT / social media
VI	Networking
VII	Searching for jobs on social media
VIII	Conclusion Session

Meet us on the Web @:
<http://sale.fh-joanneum.at>