



Date:
Place:

Knowledge FOR Resilient soCiEty

**The role of social networks in promotion of safety culture
among youth**

European Youth Parliament

*Logo of the
institution*





Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Importance of Social Media in education

-  Social Media role for Universities
-  SM role for Students
-  SM role for potential Students
-  Social credibility

*Logo of the
institution*

Co-funded by the
Erasmus+ Programme
of the European Union





Different **channel**, different **audience**

Audience

- Students
- Potential Students
- Other institutions
- Potential partners
- University employees

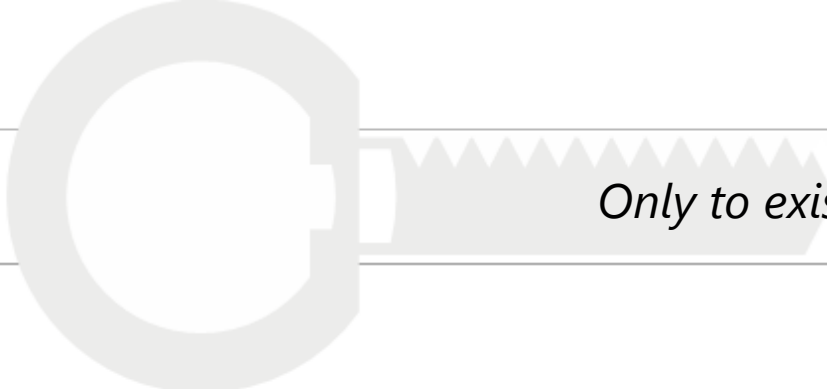
Channels

- Website
- Facebook
- Instagram
- Twitter
- Youtube

*Logo of the
institution*

Co-funded by the
Erasmus+ Programme
of the European Union





*Only to exist is **not enough***

- Focus on students with content
- Creating educational environment
- Avoiding pilot project image
- Following through visual identity
- Being approachable

*Logo of the
institution*

Co-funded by the
Erasmus+ Programme
of the European Union





Diverse content as a key

- High quality content and strategy
- Even though primary goal is Kforce promotion, content must include wider picture
- Introducing followers to activities (now process that led to these programmes)
- Introducing followers with professors
- Sharing experiences of first generation students





Interaction as the most important tool

- Reposting
- Hashtags !
- Mentions
- Responsivness

*Logo of the
institution*

Co-funded by the
Erasmus+ Programme
of the European Union





Posts



megatrenduniversity
Fortune Magazine



32 likes

megatrenduniversity "FORTUNE" MAGAZIN ON THE BOOK "BUSINESS AS ART OF LIVING" WRITTEN BY PROFESSOR MIČA JOVANOVIĆ

After successful presentation at Megatrend International Expert Consortium Limited, which was held at Kensington High Street, London on the 3rd of December 2008 – English version of the book "Business as Art of Living" was reviewed by the "Fortune" magazine with a lot of positive critics.

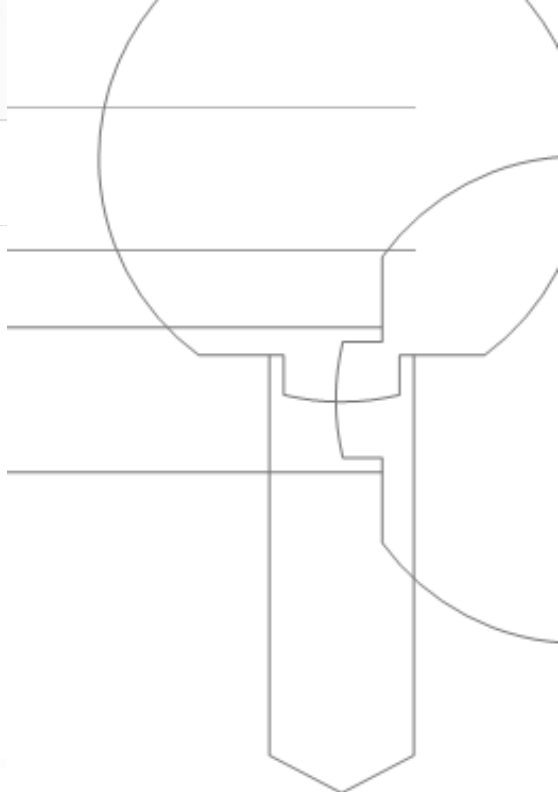
September 1



megatrenduniversity
Univerzitet Megatrend



Co-funded by the
Erasmus+ Programme
of the European Union





megatrenduniversity



112 likes

megatrenduniversity Dragi piloti i svi oni koji to želite da budete bez naše diplome nema letenja od 2020. godine! I ne zaboravite: druga i četvrta godina studija su besplatne, ukoliko se upišete na studije do 20. jula 2019.

June 30 · See Translation

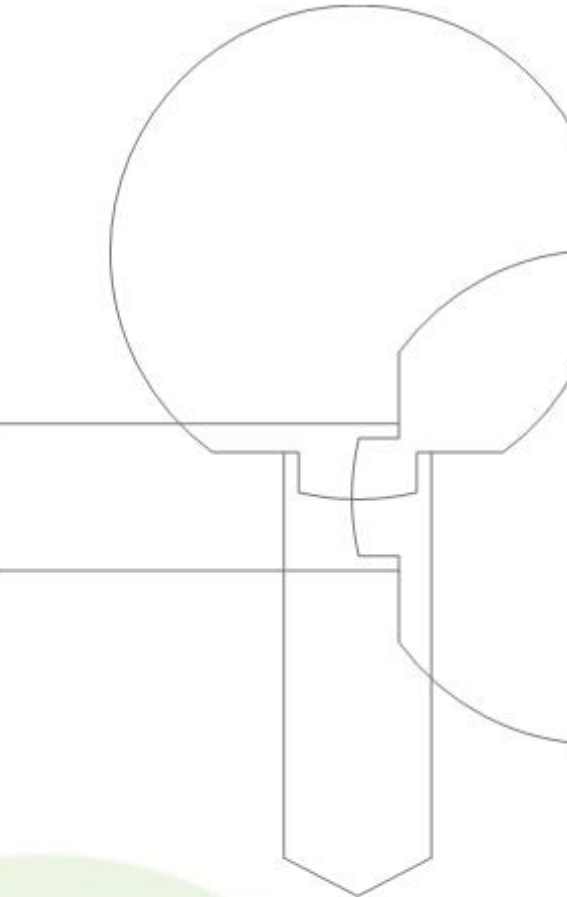
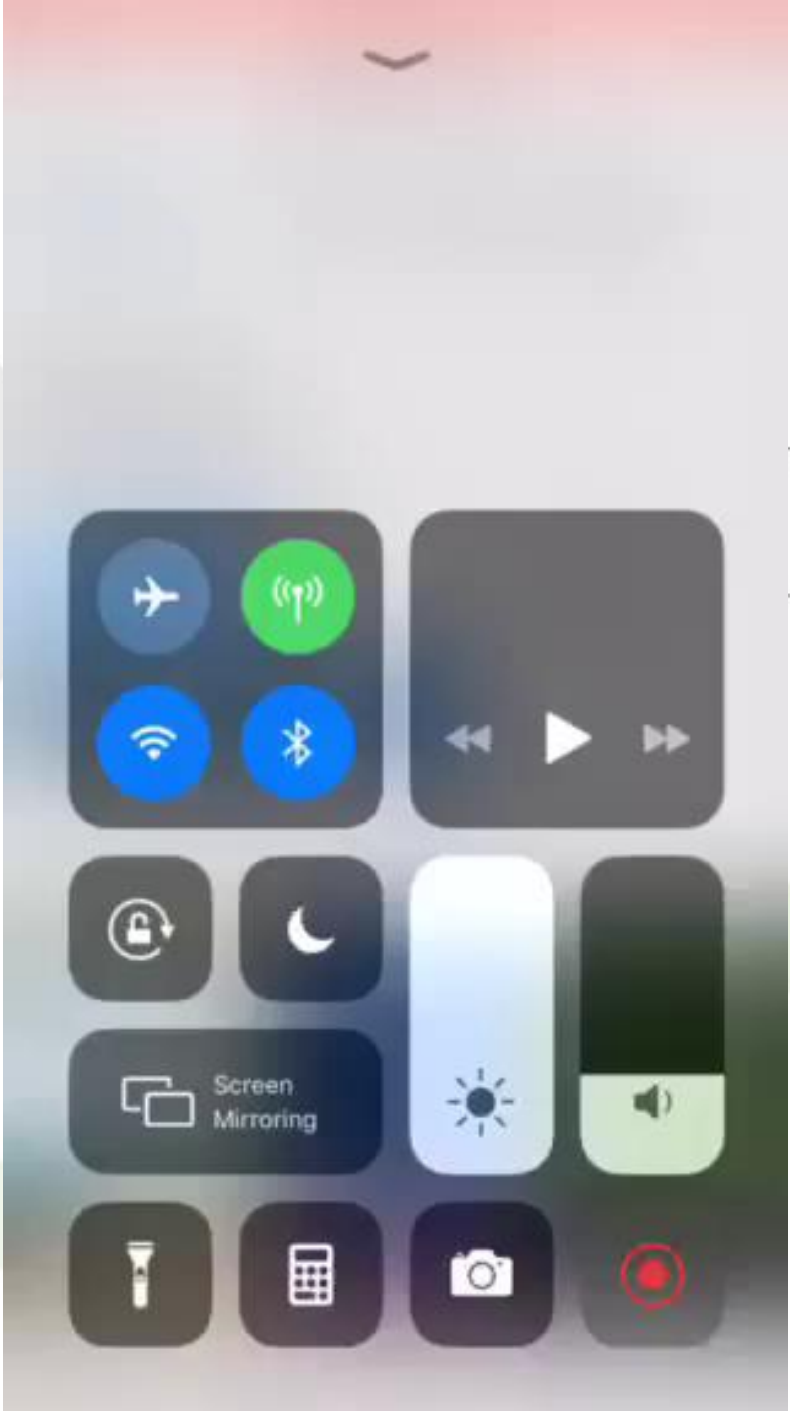


megatrenduniversity

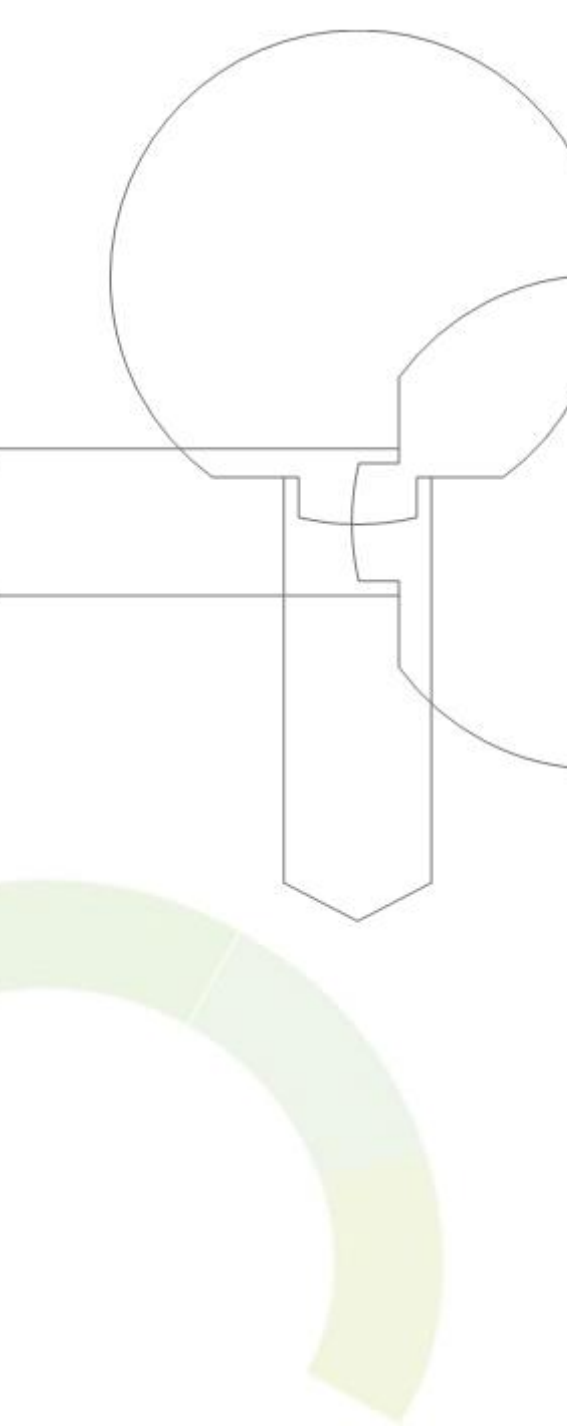
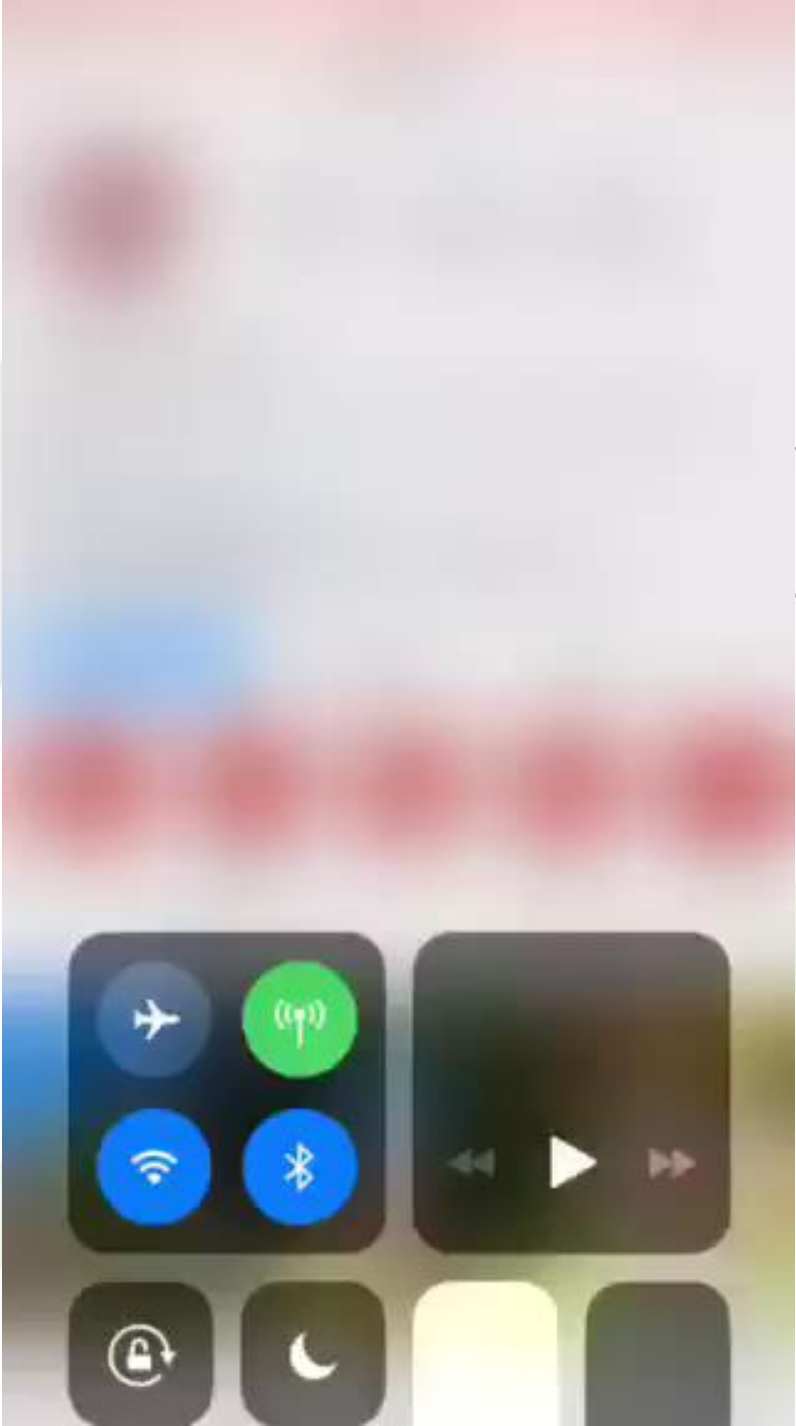


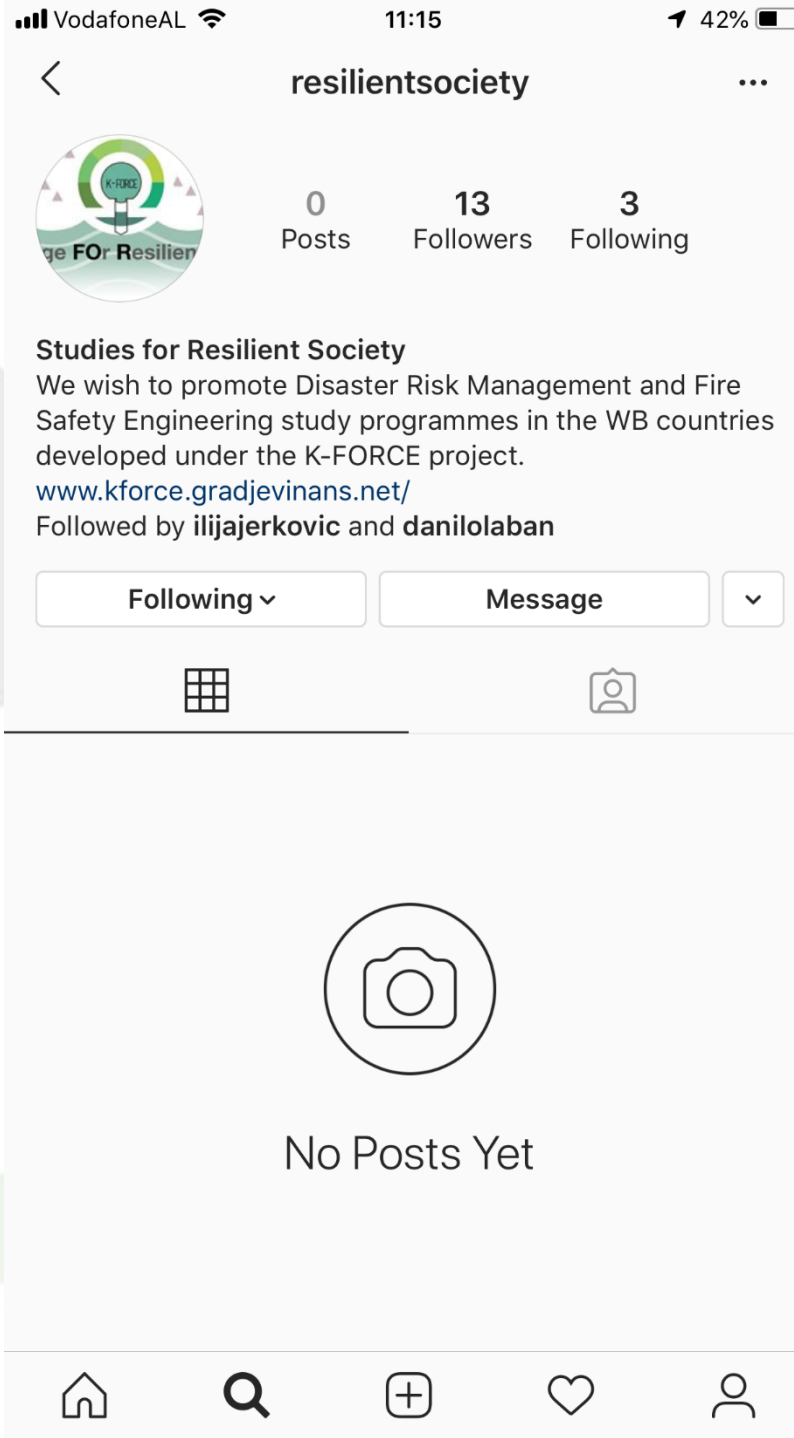
Co-funded by the
Erasmus+ Programme
of the European Union





Co-funded by the
Erasmus+ Programme
of the European Union







Studies for Resilient
Society
@resilientsociety

Home

Posts

Reviews

Photos

About

Community

Create a Page



Liked



Following



Share



Send Message



Write a post...



Photo/Video



Tag Friends



Check in



Posts



Studies for Resilient Society

June 27 · 🌐



No Rating Yet

Community

See All



Invite your friends to like this Page



17 people like this



17 people follow this



Mina Radivojević and 4 other friends like this



About

See All



Send Message

Logo of the
institution



Co-funded by the
Erasmus+ Programme
of the European Union



Thank you
for your attention

Milica Simeunovic
EYP Serbia

Knowledge FOR Resilient soCiEty