

SALE

Social Media Training to Combat Unemployment Among Higher Education Graduates



Project Number: 2014-1-AT01-KA202-000953

This project has been funded with support from the European Commission. This publication reflects the views only of the author. The Commission cannot be held responsible for any use which may be made of the information contained therein.

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USING ICT / SOCIAL MEDIA DEVELOP AND SYNCHRONISE YOUR PROFILE ACROSS DIFFERENT NETWORKS



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- **Possibilities of RSS feeds to link and connect different social media**
 - Feedly
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RSS (Rich Site Summary)

- Publish frequently updated information like blog entries, news, videos, ...
- RSS feeds enable publishers to syndicate data automatically
- For anybody who wants to receive timely updates from favourite websites or to aggregate data
- Subscribe to a RSS feed removes the need to manually check a website for update



RSS And Social Media

Social Content Curation

- use RSS to discover and curate content
- use RSS to share items to your social networks



(Source: <http://blog.hootsuite.com/rss-social-syndicator-app/>)



Feedly



- Organise feeds (publications, blogs, YouTube channels) into easy-to-read collections
- Share stories to social networks (Twitter, Pinterest and Facebook)
- Monitor news about you (with the Google Alerts Plug-In)

Welcome to your work newsfeed

A single place for all the knowledge you rely on to think, learn, and keep ahead.

Get started

(Source: <https://feedly.com>)



Feedly Collections



Get started


Login

Unpin


- Home
- Saved For Later
- Shared Collections **NEW**
- Add Content

All	734
Tech	484
MacRumors	35
TechCrunch	295
The Verge	154
Decoration	15
Fresh Home	6
Home Designing	9
Food	61
Food52	38
Lady and Pups	3
Love and Lemons	10
molly yeh	8
smitten kitchen	2
Competition	2


Home 50x faster polling (Team Edition) ✓ ↺ ⚙️ ⌵




Apple TV Gains Updated NFL Channel With Game Pass Integration
The Apple TV's existing NFL Now channel was today revamped, changing the name to "NFL" and adding support for Game Pass subscriptions. Through the updated channel, NFL fans who have a Game Pass subscription can watch on-100+ MacRumors / by Juli Clover / 2h



Tep Is An Adorable Fitness Tracking App That Works Like A Tamagotchi
Remember the Tamagotchi? Those little monsters were great. A new iOS app called Tep created a Tamagotchi-like app for your phone to help you stay motivated when it comes to working out. Move around if you want to feed your 400+ TechCrunch / by Romain Dillet / 4h



Apple Seeds Eighth Beta of OS X El Capitan to Developers, Sixth Beta to Public Testers
Apple today released the eighth beta of OS X El Capitan to developers for testing purposes, nearly two weeks after releasing the seventh El Capitan beta and more than two months after unveiling the operating system at its 2015 300+ MacRumors / by Juli Clover / 4h



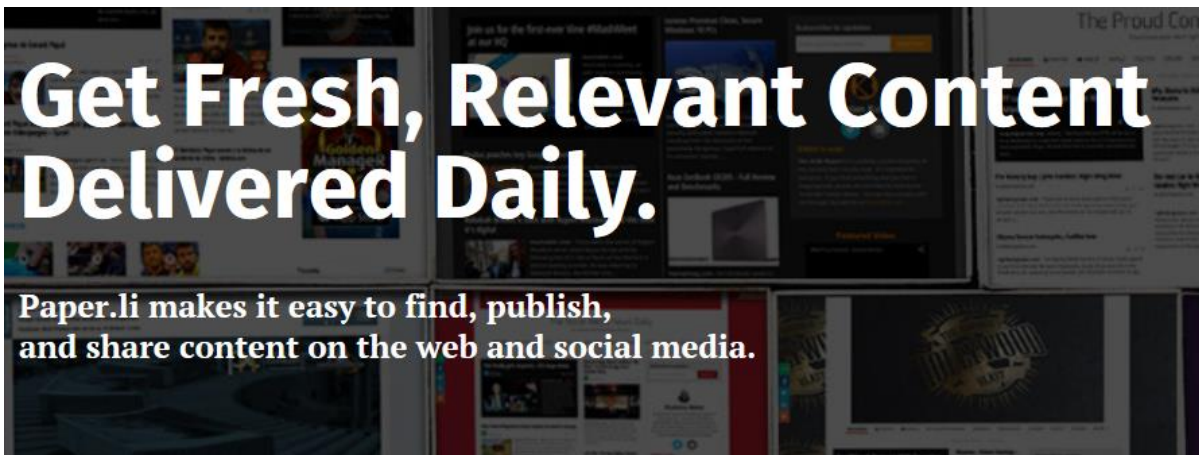
Are you still using Apple Music?
Apple Music has officially been available for two months now, and in that time it's had a few ups and downs. Despite some pesky, persisting bugs, Apple Music has quickly gained 11 million subscribers and counting during the trial 1K The Verge / by Micah Singleton / 5h

Eatsa, A Futuristic Restaurant Where Robot Cubbies Serve

Paper.li

paper.li

- <http://paper.li>
- **Content curation service**
 - Enable people to publish newspapers based on topics they like and forward fresh news to their readers



(Source: <http://paper.li/learn-more.html>)



Automatically Find Content

- Sources from Twitter, Facebook, Google+, YouTube, RSS and any other web contents



Features

paper.li

- Automatic updates
- 25 content sources
- Email alerts per edition
- Basic branding
- Autopost to Twitter, FB & LI
- Bookmarklet
- Newspaper widgets

(Source: <http://paper.li/pro.html>)





Hootsuite™

- Social Media Dashboard Tool to manage your social accounts
 - Create a new HootSuite account
 - Integrate your social networks
 - Create new streams
 - Post your status
 - Use further functions (RSS, Apps, Hashtag-Stream)
 - Compile statistics/create analytics reports

(Source: <http://t3n.de/news/hootsuite-beginners-guide-479218/>)



RSS With HootSuite



- HootSuite Syndicator (App)
- View RSS feeds in the Hootsuite dashboard
 - Tracking, filtering, monitoring
 - Share articles to your social networks and trackS

(Source: <http://appdirectory.hootsuite.com/65/hootsuite-syndicator>)



IFTTT

IFTTT

- <https://ifttt.com/>
- IFTTT is an abbreviation of *If This Then That*
- Automatically link and connect different web services or social media via *recipes*
 - e.g. automate web-application tasks, such as posting the same content on several social networks
 - Track mentions of your name in real-time RSS feeds
- Alternative: <https://zapier.com/>

(Source: <https://ifttt.com/wtf>)

(Source: <http://www.businessnewsdaily.com/4919-ifttt-for-business.html>)



Examples

Facebook Pic Matches on Twitter

This is among the top recipes used on IFTTT because it's seriously cool. Use it to make your avatar match on both Facebook and Twitter. (Unfortunately it doesn't work in the other direction.)

The image shows an IFTTT recipe card. On the left, there are two icons: a white Facebook 'f' on a dark blue square and a white Twitter bird on a light blue square. To the right of these icons, the text reads 'Keep your profile pictures in sync' in a bold, dark font. Below this text, it says 'by derickjackson' followed by a person icon and '115k'. On the far right, there is a blue button with the word 'Add' in white, and below it, the IFTTT logo.

Blog to Twitter

Create a new WordPress blog post and IFTTT tweets it for you, driving traffic to your site.

The image shows an IFTTT recipe card. On the left, there are two icons: a white WordPress 'W' on a dark blue square and a white Twitter bird on a light blue square. To the right of these icons, the text reads 'Tweet my WordPress blog posts' in a bold, dark font. Below this text, it says 'by jsstrn' followed by a person icon and '11k'. On the far right, there is a blue button with the word 'Add' in white, and below it, the IFTTT logo.

(Source: <http://www.pcmag.com/article2/0,2817,2424079,00.asp>)



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- <http://blog.hootsuite.com/rss-social-syndicator-app/>



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FH Joanneum Gesellschaft mbH | Lead Organisation | Austria

cramars società cooperativa sociale | Italy

Fundación Universidad Empresa Murcia | Spain

Technological Educational Institute Thessaly | Greece

Aidlearn, Consultoria em Recursos Humanos Lda. | Portugal

Inova Consultancy Ltd. | United Kingdom

MFG Medien- und Filmgesellschaft | Germany

World University Service-Austrian Committee | Austria



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