

SALE

Social Media Training zur Bekämpfung von Arbeitslosigkeit unter Hochschulabsolventen



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

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SALE Kontaktdaten

Projekt Koordinatorin

FH JOANNEUM Graz/Austria

Claudia Linditsch

claudia.linditsch@fh-joanneum.at

0043 316 5453 6832

Besuchen Sie uns auf:

www.facebook.com/SALEEUPROJECT

www.sale.fh-joanneum.at



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Training Material Contributors

Prof. Dr. Panos FITSILIS (fitsilis@teilar.gr), TEI Thessaly

Associate Prof. Dr. Vassilios GEROGIANNIS (gerogian@teilar.gr), TEI Thessaly

Mrs. Graça Gonçalves, graca.goncalves@aidlearn.pt, Aidlearn

Mrs. Eva Goldgruber, Eva.Goldgruber@fh-joanneum.at

Mrs. Sara DANELON, saradanelon@coopcramars.it

Mrs. Eleonora CIMENTI, cimentieleonora@coopcramars.it

Mr. Carlos BELMONTE carbel@um.es

Mrs. Consuelo GARCÍA consugar@um.es

Mrs. Helena Acheson, acheson@mfg.de, MFG



ICT/SOZIALE MEDIEN NUTZEN UM IHR PROFIL AUF VERSCHIEDENEN PLATTFORMEN ZU ENTWICKELN UND SYNCHRONISIEREN



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Inhaltsverzeichnis

- **Die Möglichkeiten mit RSS-Feeds verschiedene Soziale Medien zu verbinden**
 - Feedly
 - Paper.li
 - HootSuite
 - IFTTT



RSS (Rich Site Summary)

- Veröffentlichen regelmäßig aktualisierte Informationen wie Blogeinträge , News, Videos, ...
- RSS-Feeds ermöglichen es Verlagen ein Datenkonsortium aufzubauen
- Für alle, die zeitnahe Updates von Ihren bevorzugten Webseiten bekommen wollen oder aggregierte Daten empfangen möchten
- Das Abonnieren eines RSS-Feeds macht es überflüssig Webseiten manuell auf Updates zu überprüfen



RSS und Soziale Medien

Social Content Curation

- Verwenden Sie RSS um neue Inhalte zu entdecken und zu kuratieren
- Verwenden Sie RSS um Artikel in Ihren sozialen Netzwerken zu teilen



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



Feedly



- Organisieren Sie Feeds (Publikationen, Blogs, YouTube-Kanäle) in leicht zu lesende Sammlungen
- Teilen Sie Geschichten auf sozialen Netzwerken (Twitter, Pinterest und Facebook)
- Überwachen Sie Nachrichten über Sie (mit dem 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

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



Feedly Kollektionen



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
 - Ermöglicht es Personen Zeitungen, basierend auf Themen die sie mögen, zu veröffentlichen und ihren Lesern frische Nachrichten zukommen zu lassen



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



Automatically Find Content

- Information von Twitter, Facebook, Google+, YouTube, RSS und andere Web-Inhalte



Funktionen



- Automatische Updates
- 25 Inhaltsquellen
- Email alerts pro Edition
- Grundlegende Markenbildung
- Auto-Posts zu Twitter, FB & LI
- Bookmarklet
- Nachrichten-Widget

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





Hootsuite™

- Soziale Medien Dashboard-Tool um Ihre Social-Accounts zu verwalten
 - Erstellen Sie ein neues HootSuite-Konto
 - Integrieren Sie Ihre sozialen Netzwerke
 - Erstellen Sie neue Streams
 - Posten Sie Ihren Status
 - Verwenden Sie weitere Funktionen (RSS, Apps, Hashtag-Stream)
 - Erstellen Sie Statistiken/Analyseberichte

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



RSS mit HootSuite



- HootSuite Syndicator (App)
- Sehen Sie sich RSS feeds im Hootsuite-Dashboard an
 - Tracking, Filtern, Überwachung
 - Teilen Sie Artikel in Ihren sozialen Netzwerken und trackS

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



IFTTT

IFTTT

- <https://ifttt.com/>
- IFTTT ist eine Abkürzung von *If This Then That*
- Verbindet verschiedene Webdienste oder Soziale Medien automatisch über *recipes*
 - z.B. automatisierte Web-Anwendungsaufgaben, wie zum Beispiel den gleichen Inhalt auf mehreren sozialen Netzwerken zu veröffentlichen
 - Verfolgt die Nennung Ihres Namens in Echtzeit RSS-Feeds
- Alternative: <https://zapier.com/>

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

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



Beispiele

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 Facebook 'f' logo and a Twitter bird logo. To the right of these icons, the text reads 'Keep your profile pictures in sync'. 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' and the IFTTT logo below it.

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 WordPress 'W' logo and a Twitter bird logo. To the right of these icons, the text reads 'Tweet my WordPress blog posts'. 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' and the IFTTT logo below it.

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



Quellennachweis

- <http://www.pcmag.com/article2/0,2817,2424079,00.asp>
- <https://ifttt.com/wtf>
- <http://www.businessnewsdaily.com/4919-ifttt-for-business.html>
- <http://appdirectory.hootsuite.com/65/hootsuite-syndicator>
- <http://t3n.de/news/hootsuite-beginners-guide-479218/>
- <http://paper.li/pro.html>
- <http://paper.li/learn-more.html>
- <https://feedly.com>
- <http://blog.hootsuite.com/rss-social-syndicator-app/>
- <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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