UPSKILLING
Pathways for Adults
Through ICT and Social Media

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PATHWAYS FOR ADULTS THROUGH ICT AND SOCIAL MEDIA

ABOUT

WWW.

WWW.FACEBOOK.COM/PROJECTUPA/

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CONTENTS

HOW TO CREATE THE DIGITAL IDENTITY OF AN E-ENTERPRISE

WHAT IS AN E-ENTERPRISE

The Internet revolutionized just about every facet of modern living, from entertainment to communication. Similarly, e-enterprise changed the way companies operate and interact with consumers and clients.

An e-enterprise is a company operating via the Internet. This business can have off-line counterparts, or be a stand-alone enterprise consisting entirely of Internet operations.

E-enterprise can fill a number of roles, from the buying and selling of goods to providing various services. In addition, e-enterprise can also provide customer service and support for real-world firms, and collaborate with business partners.

While many companies have an e-business component, some enterprises are well-known for operating almost exclusively on the Internet. Popular examples include eBay, Google and iTunes.

An e-Enterprise aims to bring together all the applications of a company to build an expanded company that functions as a paperless organization. It is intended to digitally depict departments, process the resulting information flows in work processes, as well as communicate with all internal and external areas. The e-enterprise development strategy is the integration of all business areas and applications that are mapped over the Internet or intranet / extranet.

Internet capabilities have given E-business enterprise a cutting edge capability advantage to increase the business value. It has opened new channels of business as buying and selling can be done on Internet. It enables to reach new markets across the world anywhere due to communication capabilities. It has empowered customers and vendors / suppliers through secured access to information to act, wherever necessary. The cost of business operations has come down significantly due to the elimination of paper-driven processes, faster communication and effective collaborative working. The effect of these radical changes is the reduction in administrative and management overheads, reduction in inventory, faster delivery of goods and services to the customers.

Today most of the business organisations are using Internet technology, network, and wireless technology for improving the business performance measured in terms of cost, efficiency, competitiveness and profitability. They are using E-business, E-commerce solutions to reach faraway locations to deliver product and services.

Internet and networking technology has thrown another challenge to enlarge the scope of organisation where customers and vendors become part of the organisation. This technology offers a solution to communicate, co-ordinate, and collaborate with customers, vendors and business partners. This is just not a technical change in business operations but a cultural change in the mindset of managers and workers to look beyond the conventional organisation. It means changing the organisation behaviour to take competitive advantage of the E-business technology.

THE IMPORTANCE OF THE NAME OF THE E-ENTERPRISE

It's amazing how crucial a name can be. It plays a monumental role in a brand's growth and perception, meaning it can completely make or break a company. For every company whose name becomes an entrepreneurial landmark – Apple, Uber, Google, etc. – there are countless whose names don't properly reflect the brand, and the company suffers because of it. We know the sheer power a brand can have, and when a name is the face of the brand, getting it right is absolutely crucial.

Do not forget:
- It's The First Thing Customers See;
- It Sums Up Everything A Company Is About;
- It's Your Unique Take On An Industry;

THE IMPORTANCE OF THE LOGO OF THE E-ENTERPRISE

A logo is an extremely important aspect of your business branding.
We all know that logos are a vital way of communicating what your business is 'all about'. In a competitive world a logo helps your business to stand out from the pack and differentiates you from your competitors. It also provides a face for your company that helps consumers to remember you.
Logo's can evoke strong emotions within, they can divide people and they can inspire people.
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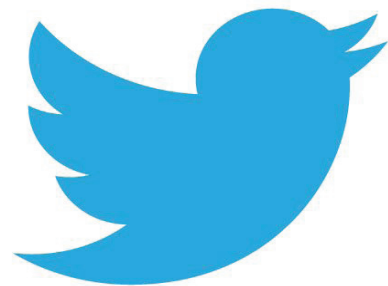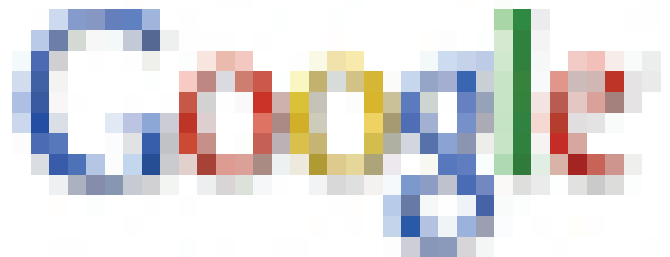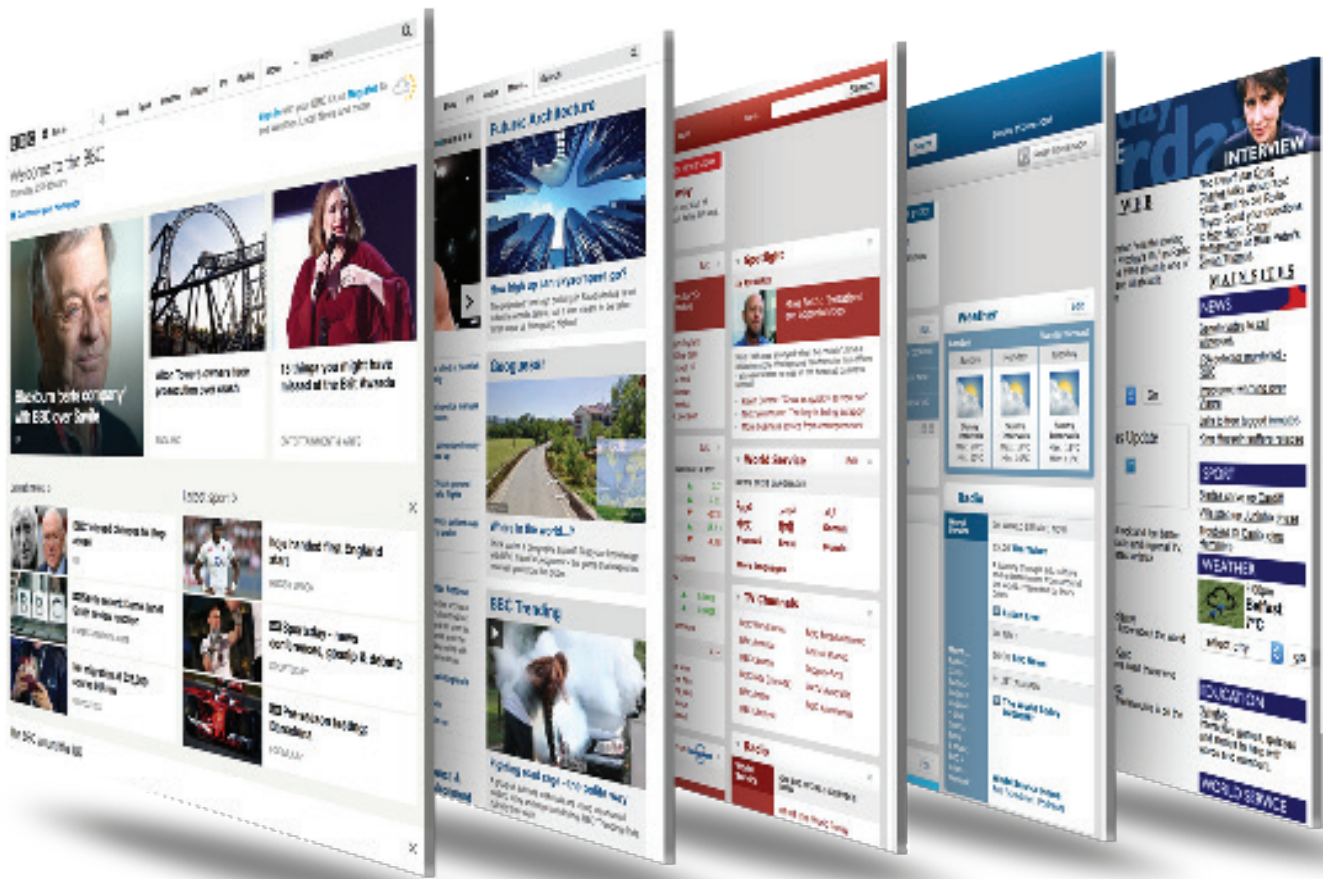
HOW SHOULD BE THE WEBSITE, DIFFERENT TOOLS TO CREATE A WEBSITE

HOW SHOULD BE THE WEBSITE

Your Website Should Look Professional, plain or home-made-looking websites are a visitor turnoff. Have a Private Domain Name, even if you're using a WordPress.com, investing the few dollars a month in a web host and domain name tells visitors you're serious about your company and makes you more trustworthy. Be Secure, if you accept online credit card payments for products or services, your site must comply with the requirements of the Payment Card Industry Security Standards Council (PCI DSS). Have a Memorable Domain Name, make your private domain name something easy to remember. Preferably the name of your business. Contain Your Business Name in Text, search engines can't index words from your logo image. Make sure your company is findable. Contain Your Business Address in Text, once again, no text, no search indexing. Local search results are more important than ever, so your address should be prominent.

Have Your Company Phone Number in Click-to-Call Format, with so many people looking up businesses on smartphones, offering a one-touch way to contact you will bring you more customers. Make Contact Info Easy to Find, search engines aren't the only ones that need easy access to your contact information. Make sure visitors can get in touch with you quickly and conveniently. Tell Visitors What You Do at a Glance, through images, succinct descriptions or both, visitors to your site should be able to figure out right away what your company does. If people don't have an understanding of what your company does, who it does it for, and how it does it differently, they are not likely to stick around to find out. Set the tone early with a brief and to the point value proposition. Highlight Your USP, your unique selling point (USP) lets visitors know why they should stick around and do business with you, instead of click back to the search results. What makes you stand out from the competition? Show Off Customer Testimonials, the best way to tell people how great your company is through someone else's words. Invite Visitor Feedback, you can learn more about what's
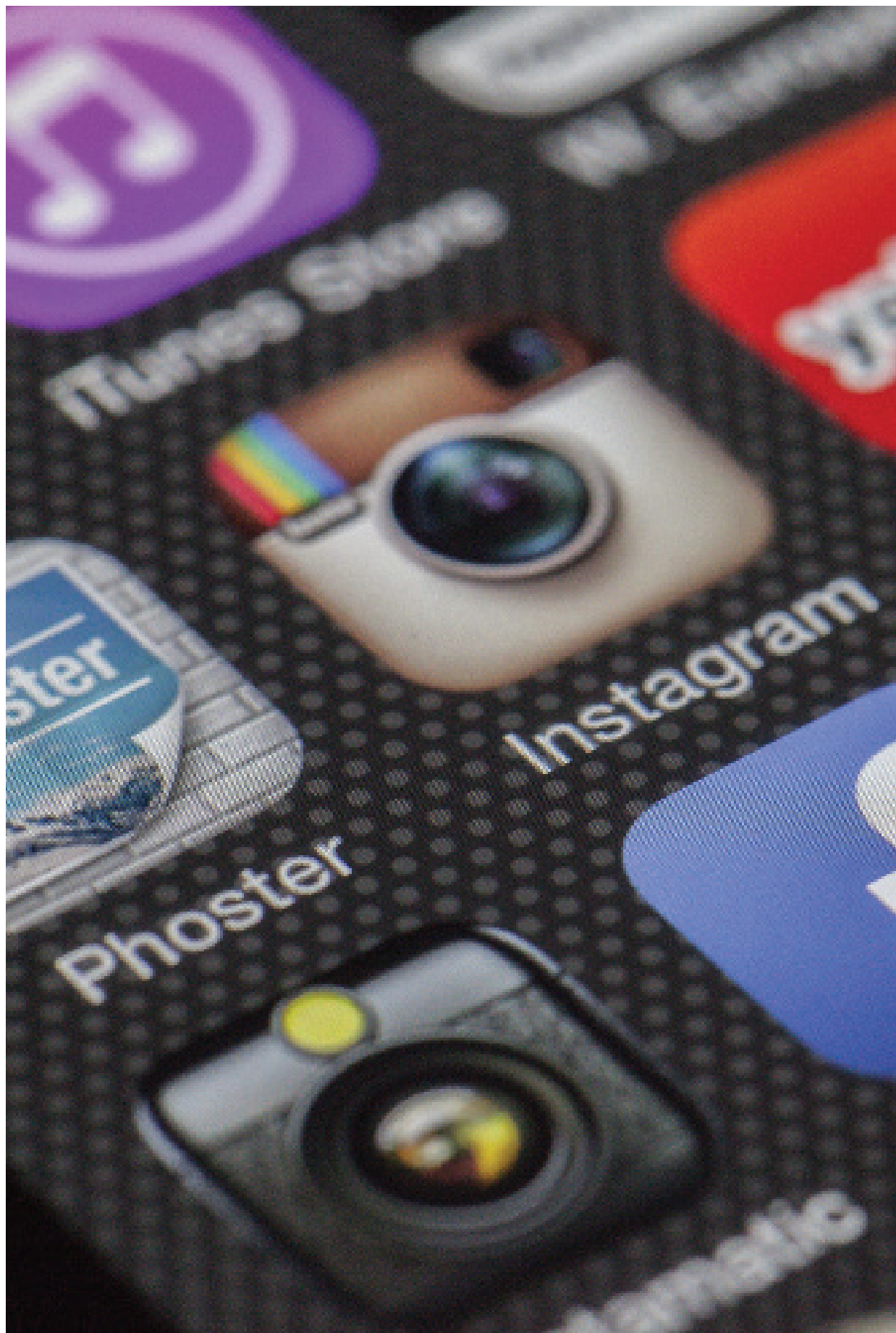
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1234 x 4321cm

working and what isn't on your website and get more testimonials by having a feedback form for visitors. Speak to Your Visitors, Not Your Ego, your website content should focus on how you can benefit your customers, instead of how awesome you are. Offer Fresh Content, keeping your site updated makes both visitors and search engines happy. An integrated small business blog is a great way to do this. Contain Keywords, natural SEO (search engine optimization) strategies are essential in getting new visitors to your website. Make sure you understand Google's Panda and Penguin updates for the best effectiveness. Make it Personal, you don't have to share your favourite colours or foods, but including the names and bios of business owners and staff on your website gives things a personal touch. Link to Other Websites, outbound links can help improve search engine results and make you look like a valuable resource. Have Other Websites Link to Yours, inbound links carry even more search engine juice. Make Checkout Easy, the more steps customers have to go through to buy something from your web-

site, the more often they'll abandon their carts. Don't make them jump through hoops for an online purchase. Connect with Social Media, place social sharing buttons prominently on your website for increased reach. On your homepage place social media buttons in a consistent, conventional place, where people can easily find them when needed (i.e. your header or footer). Increasing your social following, helps increase the number of eyes that are on your content and are more likely to click back to your website on a regular basis. Intuitive Navigation, your navigation should be easy to understand and use for a first-time visitor. You want someone to arrive on your website and know exactly where they can find the information they want and need without being confused. It should also reflect your buyer's typical behaviour on your site by bringing the pages they visit most often to the forefront. For example, if your blog is your most highly trafficked page, make it easily accessible through your navigation. Don't hide your big sellers! Video, having a quick introductory video on your homepage that explains what your business does, shows your office, and/or introduces your team is one of the easiest and most effective ways of engaging a user (especially one that is new to your brand). Try to keep your videos on the shorter side (less than 3 minutes) so that you do not lose your visitor's interest. The idea is just to give someone a quick overview of your company; not your entire origin story. High-Quality and Original Images, stock images are convenient, but they won't build credibility for your company or engage your audience. The same came be said for low-resolution or small images. Using real photos of your team and office on your homepage paints a realistic portrait of what people can expect when working with you, while high-quality images show professionalism and attention to detail. Any Awards, Certifications, or Associations, has your company received any awards or recognition lately? Don't let those awards just collect dust in your office; put them on display! Industry recognition like this builds credibility, speaks to the quality of your work, and
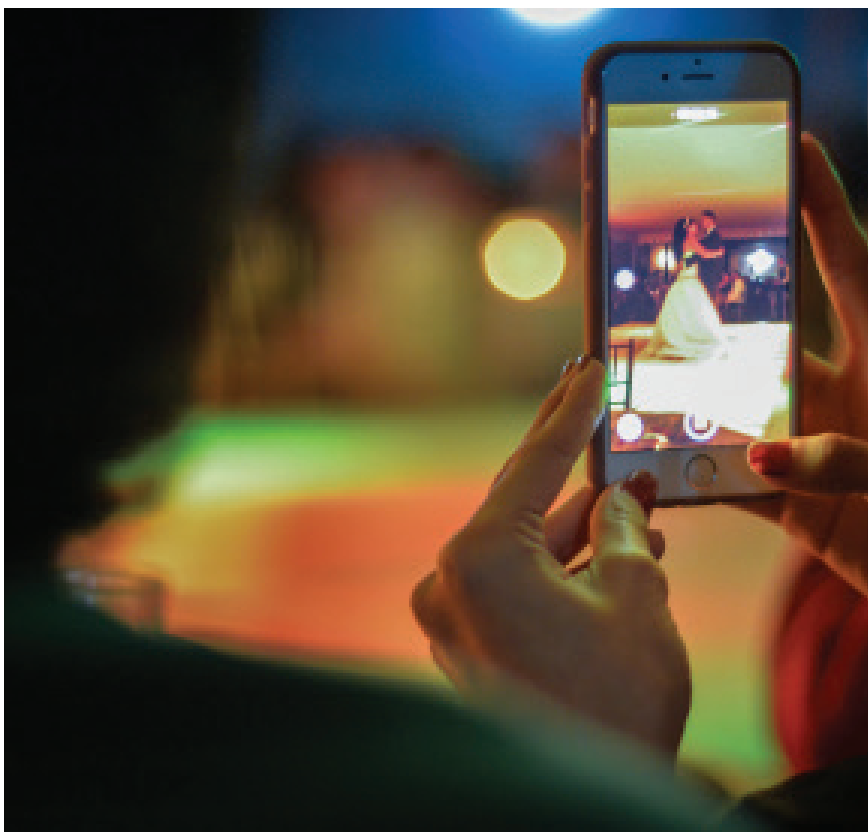
supports your image as an expert in your field and a trusted business partner. Like testimonials, awards, certifications, and associations prove that you're not just tooting your own horn; your work lives up to the hype! A mobile-friendly version of your website, 4 in 5 consumers using smartphones to shop, there is even more emphasis on creating a mobile friendly browsing experience for your web visitors. Browsing on the small screen of a mobile phone or tablet is a very different experience to that of desktop browsing, so it is important to adapt your website for mobile visitors. Metadata is used to explain to search engines what each page of your website is about. They will use this data, as well as other factors, to determine how relevant the content is for specific search terms and then decide whether to display a page within search results or not. Metadata can be added to your website easily. Before adding metadata, it is important to conduct keyword research into which search terms will generate good profitable traffic to your website.
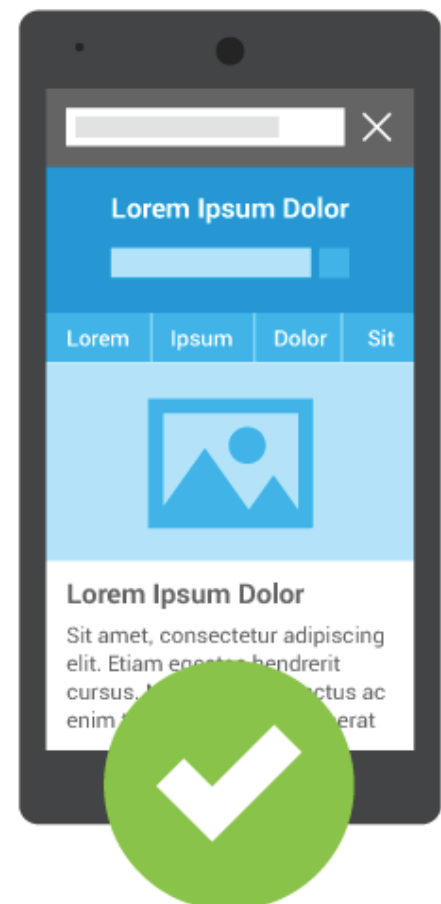
WIX

Wix.com is a cloud-based web development platform that was first developed and popularized by the Israeli company also called Wix. It allows users to create HTML5 web sites and mobile sites through the use of online drag and drop tools. Users may add functionality such as social plug-ins, e-commerce, online marketing, contact forms, e-mail marketing, and community forums to their web sites using a variety of Wix-developed and third-party applications.

Wix is built on a freemium business model, earning its revenues through premium upgrades. Users must purchase premium packages in order to connect their sites to their own domains, remove Wix ads, add e-commerce capabilities, or buy extra data storage and bandwidth.

WHY USE WIX

Wix is a free, user-friendly, website building platform. You can create amazing, professional looking sites, which can be updated and edited with the greatest of ease! Absolutely no technical skills are required and sites are 100% search engine friendly.

Anyone can do it, easy to use editor allows you to create your site just as you want it, using a simple drag and drop method. Just choose the elements you want to add (images, text, contact forms etc.) and drag them to the place you want on your site!

Choose from a wide variety of professionally designed templates or build a site from scratch with one of our blank templates.

Wix is free, normally, the cost of building and maintaining a website using a professional programmer, would cost hundreds, or even thousands of dollars. The Wix Editor has been designed to be as easy to use as possible so that anyone with a computer can have the opportunity to build their own website!

You are welcome to use Wix for free, for as long as you wish, and to create as many sites as you wish. If you want to take your site to the next level, you can upgrade to one of Premium Plans, which allow you to connect your own domain, remove the Wix ads, and much more!

Wix has something for everyone, has a wide range of templates covering a variety of subjects. You can personalize any template with many of special features, including an online store, a hotel booking system, and an advanced blog manager and much more. You can also gain site subscribers and send them beautiful email newsletters using Wix ShoutOut to keep them updated on your news.

In addition to all these features, they offer an App Market with hundreds of apps which you can add to your site to take your site to the next level and enhance your business. What's more, your site automatically converts to a stunning mobile site, which can be viewed from your smart phone!

WORDPRESS

WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. To function, WordPress has to be installed on a web server, which would either be part of an Internet hosting service or a network host in its own right. An example of the first scenario may be a service like WordPress.com, for example, and the second case could be a computer running the software package WordPress.org. A local computer may be used for single-user testing and learning purposes. Features include a plugin architecture and a template system. WordPress was used by more than 29.4% of the top 10 million websites as of January 2018. WordPress is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites. WordPress has also been used for other application domains such as pervasive display systems (PDS).

The best part about WordPress is that it's easy to use and flexible enough for just about anything. That's the main reason why WordPress has grown so much in popularity. According to a recent survey, WordPress powers 22.5% of all websites on the internet.

Due to it's robust features, many of the top brands use WordPress to power their websites including but not limited to: Time Magazine, Google, Facebook, Sony, Disney, LinkedIn, The New York Times, CNN, eBay, and more.

WordPress is a free software, this means you are free to download, install, use and modify it. You can use it to create any kind of website. It is also open source which means the source code of the software is available for anyone to study, modify and

play with.

To run WordPress, all you need is a domain and web hosting.

Due to the nature of open source, WordPress is a community software. It is maintained by a large group of volunteers majority of whom are WordPress consultants with active interest in growing and maintaining WordPress. Anyone can contribute to WordPress by writing patches, answering support questions, writing plugins, creating themes, translating WordPress and updating documentation.

By using WordPress you become part of that awesome community. You get free support from other community members, download free plugins and themes, and once you have little experience with WordPress you can even contribute back to the community.

Most people using WordPress are neither web designers nor programmers. As a matter of fact most folks start using WordPress without any prior knowledge of designing websites.

The reason why WordPress is such an ideal candidate is because there are thousands of free templates (themes)

to choose from, so you can give your website any look you want. There is a WordPress theme for just about everything. Whether you want a photography theme, magazine theme, portfolio theme, or an eCommerce theme. There is a perfect theme available for every kind of website.

WordPress comes with built-in updater that allows you to update your plugins and themes from within your WordPress admin dashboard. It also notifies you when there is a new version of WordPress is available, so you can update it by just clicking a button.

WordPress is developed with security in mind, so it is considered quite safe and secure to run any website. However, just like the real world, the internet can be an uncertain place.

Using WordPress you are not just limited to writing text. It comes with built-in support to handle images, audio, and video content. You can also use for document or file management.

Joomla! is a free and open-source content management system (CMS) for publishing web content. It is built on a model–view–controller web application framework that can be used independently of the CMS.

Joomla! is written in PHP, uses object-oriented programming (OOP) techniques and software design patterns, stores data in a MySQL, MS SQL, or PostgreSQL database, and includes features such as page caching, RSS feeds, printable versions of pages, news flashes, blogs, search, and support for language internationalization.

It is estimated to be the second most used content management system on the Internet, after WordPress.

When you try to browse websites online, you might observe that Joomla is used to create websites of different kinds.

Joomla is free and open source software – this is one of the reasons that make Joomla great. It is absolutely available to everyone because it doesn't cost you a penny and you can download the source code and have unrestricted rights on the software itself. You can run it, study it, modify it, distribute it and even improve it.

Joomla is highly customizable – with Joomla, you can easily

customize or manage the header of the website, logo, footer, images and other contents of your website.

Joomla is extensible – you can easily add components, plug-ins, templates and modules with Joomla and since Joomla is open-source, you can alter the source code to suit your individual requirements. Moreover, there are numerous Joomla extensions that you can download which allows you to enhance the capabilities of your website.

Joomla has an online forum and a growing community of users and developers – when you use Joomla, you will be assured that there is support even in the future because there are plenty of users and developers. The online forum allows you to easily post discussions, feedbacks and problems about the software so if you need help with something, just interact with other users through the forum and you will be able to obtain assistance from them.

Joomla is easy to use – Joomla is user-friendly and it has a nice interface so this means that you can quickly build websites for your clients using Joomla.

Joomla has great templates available for free download.

Joomla is easy to install and set-up even if you are not an advance user of this CMS or you are an inexperienced user of any other CMS.

Joomla can help you make SEO friendly websites.

Joomla is said to have a very powerful application framework which makes it easy for developers to create add-ons to suit their needs.

Joomla is based on PHP and MySQL which are all open source – this would mean low development cost on your side because you do not have to pay for the software products that you use on creating your websites.

SOCIAL MEDIA: FACEBOOK, TWITTER, LINKEDIN, GOOGLE PLUS

FACEBOOK'S MORE THAN ONE BILLION USERS MAKE IT A CULTURAL, ECONOMIC AND SOCIAL PHENOMENON.

FACEBOOK

Facebook is free to users. It's the place to find old friends, track your favourite stars and engage with popular brands. Using Facebook you will be able to communicate in real time through a chat app and there are a variety of tools available for every device that let you create content and catch up on content others are creating with relative ease. Users can create profiles containing photos and lists of personal interests, exchanging private and public messages to each other and participants in groups of friends Detailed data view of member information is restricted to members of the same network, confirmed friends, or can be available to anyone.

Facebook is a good tool to show your skills and competences. Take in account that personal recruitment managers always study Facebook profiles before contracting a new employee.

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text messages, desktop client or by posting at the Twitter.com website. Twitter establish that sent information is public by default. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. The hashtag, which acts like a meta tag, is expressed as #keyword. Twitter is a good tool to show your competences and to follow people in your professional area.

LINKEDIN

Linkedin is the most used network to recruit. It's a combination of your resume, cover letter, references and a database of your experience and competences. Having a strong LinkedIn profile is a great way to build your professional profile and to create your own personal advertising

Linkedin will be your professional portfolio. It will be the summary of your professional experiences, interests, and competences, designed to attract the attention of people who are searching for you online - potential employers, networking contacts, etc.

A strong profile is a KEY differentiator in the job market. Here are some tips to maximize LinkedIn during your job search:

• Utilize the headline – write something that is descriptive of who you are that uses some key words: cooker, programmer, president, director..

• Write a keyword rich professional summary statement that is concise, specific, and typo free: I am a junior programmer at "enterprise" with C1 in English and B2 in Italian. My professional experiences lie in web programming, web design, project management, public speaking, team working and initiative

• Show off your education, your honors, and your activities. Include important details such as majors, minors, and titles. Upload content to slideshare and create a folder with your professional projects. It's a way to complete your professional portfolio.

• Collect a diverse number of recommendations. You can ask your internship supervisor, a professor, or an advisor

• Make connections. Your participation in LinkedIn will be valuable. Ask people to join your profile

KEYWORDS ON TWITTER ARE EXECUTED THROUGH THE USE OF HASHTAGS REPRESENTED WITH THE "#" SYMBOL IN FRONT OF A WORD.

• Join Groups of your interest. Be sure to join groups of your professional profiles and other groups associated with your interests.

• USE LINKEDIN to find connections in companies or industries you are interested in. Use the search tool on upper right hand of the home page, to search for the organizations you are interested in. Go to company's LinkedIn page and scroll down to follow people that work for that organization.

GOOGLE+

Google+ (Google Plus), a relative latecomer to the social networking scene, has not achieved the popularity or market penetration of some other social networking sites. Google+, however, is not irrelevant in the social networking space. Google's ability to make connections. Google+ is a combination of Facebook (friends, acquaintances, groups, etc.) and Twitter (short posts, hash tags, followers, etc.) with some professional networking like LinkedIn. Google+ connects content including different sources: Gmail, YouTube, Blogger.com, Google Maps, Google Translate, Google Flights, Google Play, Google News, Google Books, Google Scholar, Google Calendar, Waze and many, many more. One of the reasons Google so effectively makes connections is it uses a single unified profile.

INSTAGRAM, FLICKR, PINTEREST

Instragram

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly, or privately to pre-approved followers.

Instagram lets registered users upload photos or videos to the service. Users can apply various digital filters to their images, and add locations through geotags. They can add hashtags to their posts, linking the photos up to other content on Instagram featuring the same subject or overall topic. Users can connect their Instagram account to other social media profiles, enabling them to share photos to those profiles as well.

Flickr

Flickr is one of the most used hosting and management services for photographs and videos online of the social media.

Flickr has more than 5.000 million of pictures uploaded by users of this service.

It's the perfect way to share your photos. Flickr helps you store, sort, search and manage the large amount of photos you have, so that you, your friends and family can connect to them easily.

Pinterest

Pinterest is a web and mobile application company that operates a software system designed to discover information on the World Wide Web, mainly using images and on a shorter scale, GIFs and videos. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp.

YOUTUBE

YouTube is a website where users can upload and share videos. It was created by three former employees of PayPal in 2005.4 February in November 2006 Google Inc. acquired it for $ 1.65 billion, and now operates as one of its subsidiaries.

YouTube uses a player online based on Adobe Flash to serve your content. It is very popular thanks to the possibility to accommodate personal videos in a simple way. Hosts a variety of clips from movies, TV shows, music videos, despite YouTube rules against uploading copyrighted videos, this material exists in abundance, as well as amateur content such as video-blogs. Links to YouTube videos can also be placed on blogs and electronic personal sites using API or embedding some HTML code.

FORUMS

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

Forums have a specific set of jargon associated with them; e.g. a single conversation is called a "thread", or topic.

A discussion forum is hierarchical or tree-like in structure: a forum can contain a number of sub forums, each of which may have several topics. Within a forum's topic, each new discussion started is called a thread, and can be replied to by as many people as so wish.

Depending on the forum's settings, users can be anonymous or have to register with the forum and then subsequently log in in order to post messages.

GEOLOCATION GOOGLE MAPS

Geolocation is the process of finding, determining and providing the exact location of a computer, networking device or equipment. It enables device location based on geographical coordinates and measurements. It's a system commonly used on Global Positioning System (GPS) and other related technologies. It provides and specify geographical locations. The coordinates are identified on a map to provide a complete address that usually includes a country, city, town/colony, building name and street address.

BLOGS

A blog is a informational site published on the WWW and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first).

Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently have developed "multi-author blogs", with posts written by large numbers of authors and professionally edited.

Blog can also be used as a verb, meaning to maintain or add content to a blog.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users.

A majority are interactive; allowing visitors to leave comments and even message each other via widgets on the blogs, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. There are high-readership blogs which do not allow comments.

Many blogs provide commentary on a particular subject; others function as more personal online diaries; others function more as online brand advertising of a particular individual or company. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs. Most blogs are primarily textual, although some focus on art, photographs, videos, music, and audio.
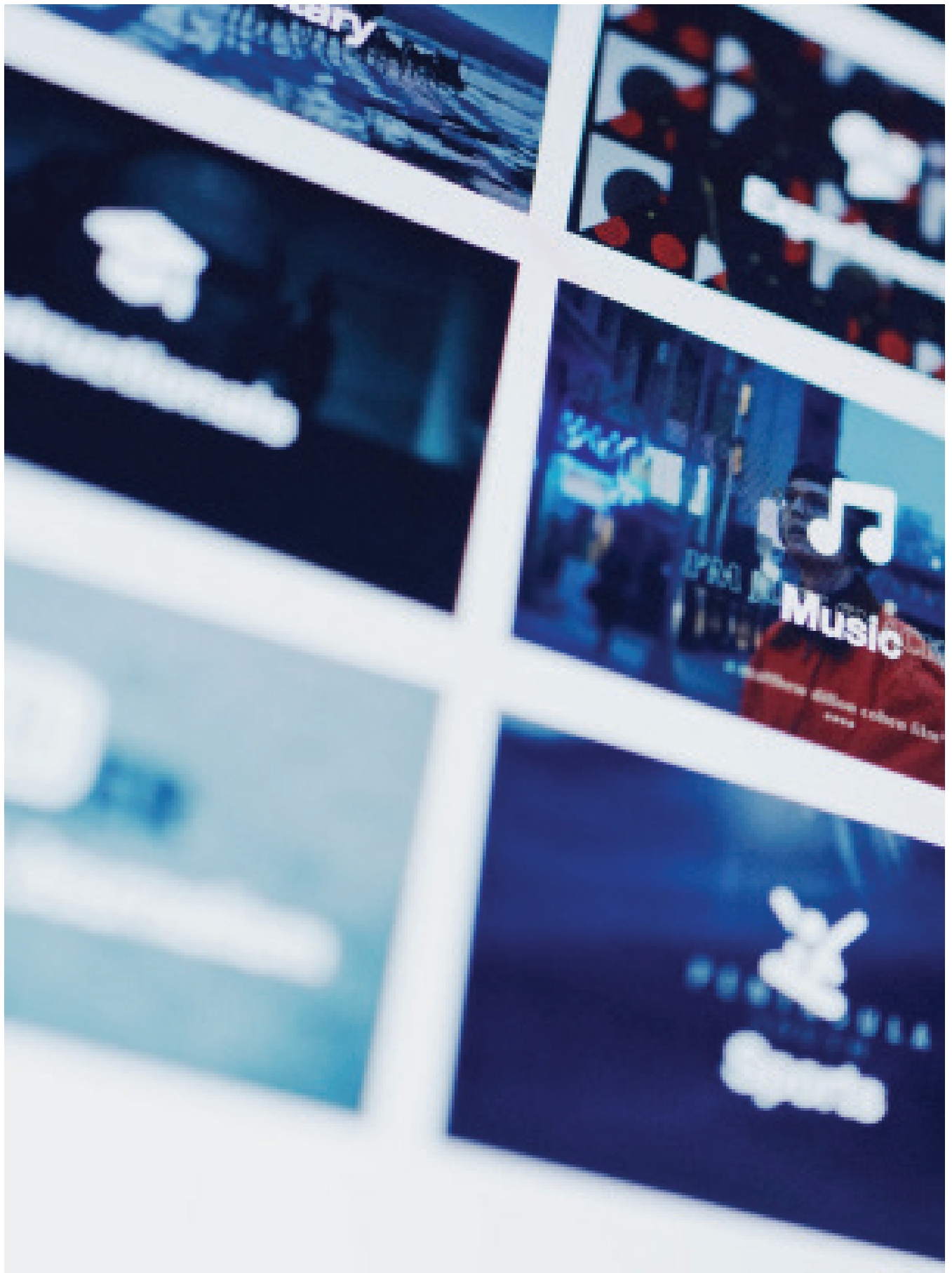
HOW TO MONITOR
AN E-ENTERPRISE

IN THIS TOPIC WE WILL ADDRESS SUBJECTS RELATED WITH THE TOOLS THAT ALLOW US TO CON-
TROL OUR PRESENCE OVER SOCIAL NETWORKS.
WE HAVE BEEN DISCUSSING HOW TO CREATE OUR PRESENCE OVER THE INTERNET IN THE PREVI-
OUS CHAPTER, SO NOW LET'S FOCUS HOW WE CAN CONTROL WHAT'S HAPPENING, WHO VISITS
OUR WEBSITE, WHO TALKS ABOUT US AND MUCH MORE.

The digital reputation is the prestige or esteem that we have on the Web 2.0. Not only is it important to create it, but also to control it.

It's a content change detection and notification service, with email updates based on specific queries.

One of the greatest and worst things about the freedom that the Internet gives users is that anyone can say anything they want.

You may have to take into account that someone is being criticizing your firm, your product, your brand or yourself. And what is worse is that someone may come to influence other people. On the other hand, the opposite can happen, someone can recommend your brand, your product, your firm or yourself. Someone can even bring you new ideas.

So, before engaging into new actions, we should monitor our presence online.

Google alerts give us the ability to create queries based on some criterias. This simple application allows us to receive real time updates related to the result produced by our queries.

Just register on www.google.com/alerts and start creating your queries.

Be aware that in order to have concise research and result you should use proper keywords.

There are several tools similar on the Internet, but Google alerts do the job with excelent results. It is a free web analytics service offered by Google that tracks and reports website traffic.

Google Analytics is now the most widely used web analytics service on the Internet.

Engagement rate, bounce rate, event tracking are words that explain what google analytics give us. Google Analytics has a sea of data about your site, you just have to find what kind of reports are more adequated for your needs.

So, what are Google analytics?

Let's simplify.

It is a free tool that let us see what is going on with the traffic generated by our company website. Information like how much traffic is coming to our website, where is it coming from; what type of visitors and what are they doing, seeing, on our website, are generated by Google analytics.

Google analytics is an awesome tool. It allows us to perform accurately measure about the performance of our website. Like we said before, it can gives us major information, but in first place and above all it gives us the hability to track, monitor, follow and increase the potential and the main reason under the creation of a specific website.

So, just search the web for information about how to install and set up Google analytics, and be amazed by it's power!

E-CUSTOMER ANALYSIS

KNOWING YOUR CUSTOMERS WELL WILL BE AN IMPORTANT STEP TO GIVE THEM THE IDEAL IMAGE OF YOUR COMPANY.

Identify Ideal Customers

Being able to know your customers' age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections is half way to get their loyalty to social networks or any other media.

In digital marketing language a conversion is the achievement of a goal, whether it is the sale of a product or the performance of any digital transaction.

In the end your customers will be selling for you.

Research Competition

If you have a digital business or are thinking of starting one, you have a lot of work to do when it comes to find out what your competitors are doing.

One of the best ways to be ahead and with new ideas is to keep abreast of business trends and gather important information about what your competition is doing.

Obtaining data on competition is a good way to find out what the situation is and how far you want to go.

You should try to get answers to the following questions:

Who is your main competition (elect up to five competitors)?

What are their strengths and their weaknesses?

How can you take advantage of them to your advantage?

Review the number and sort of followers your competition has and see what they write, how often and the time of the day.

Looking at the administrators of the website or social profile can be a good way to be able to calculate the membership fee and get a good idea of what your competition is doing.

Choose Channels and Tactics

To be able to have a good position in the market it is necessary to choose the best channels of communication.

When we talk about communication strategy, we are talking about "selling" an idea and "consuming" information - and, then, it is essential to address your target audience through the different channels.

When faced with the need to know what the right channels to use in your strategy are, you should consider that contact with your audience is the key to build a brand.

Keep in mind that users of social networks and their customers are increasingly multi-channel, consuming a variety of information in different media.

Transparency

As a business, an expert or professional in any field it is vital to stay transparent. Transparency is something that is sought after in the professional world so why can't it be sought after in the digital world?

Anonymity

Everybody has a right to privacy, however in some cases the internet can take privacy a little too far. Anonymity and allowing people to comment anonymously on your website or blog is not consistent with your goal of transparency.

Most people live by their own morals and ethics and we all have our own beliefs as to what is right and wrong in life. However, it seems that when it comes to social media and having an online presence, some individuals or companies believe that ethical behaviour is moot. The dynamics of personal relationships and interactions have changed and some may feel that becuase they are hiding behind a computer screen and typing the words instead of speaking them, it really doesn't count as unethical behaviour. However, social media is now becoming more and more legitimate in business as well as in personal life. The way that a business or individual should professionally act in real life is being transferred into the online world. But where do these ethical boundaries lie? We are taught as we grow up through face to face interactions, experiences and lessons what we should and should not do. It's important to transfer our values and ethics into social media.

CREATION OF CONTENT FOR E-ENTERPRISE

IN THIS TOPIC WE WILL ADDRESS SUBJECTS RELATED TO THE TOOLS TO CREATE SOCIAL NETWORKS FOR BUSINESSES AND TREAT THEIR IDENTITY AND DIGITAL REPUTATION.
SOCIAL NETWORKS PROMOTE INTERACTION OF THOUSANDS OF PEOPLE IN REAL TIME FROM AFFINITIES, PROFESSIONAL INTERESTS OR FRIENDSHIP.
THE INTERNET SOCIAL NETWORKS OFFER DIFFERENT TYPES OF SERVICES DEPENDING ON THE NEEDS AND PREFERENCES OF USERS.
BEFORE CHOOSING A SOCIAL NETWORK YOU MUST IDENTIFY WHICH ONE FITS BEST YOUR GOALS AND YOUR BRAND.
IT IS ALSO IMPORTANT TO KNOW WHICH ONE OF THEM IS THE MOST USED BY YOUR TARGET AUDIENCE.

User Generated Content

UGC, also known as User-Generated Content, is a brilliant way to increase engagement and reach.

It can also be the source of a warm-welcoming feeling for new and existing followers.

Through user-generated content, they'll see that you care about your audience and engage with them by sharing their created content.

GoPro does this very well.

They're always sharing content that their followers captured using the GoPro.

Here's just one amazing shot from a GoPro user they reposted.

Brands have seen a rise in UGC due to the success and engagement they receive, especially on Instagram.

Reposting customer-made content and crediting them in the posts, makes your customers feel "loved" and cared for by the brand.

Sharing customer-made content makes your customers feel "loved" and cared for by your brand.

In fact, they may even brag to their friends and colleagues about being featured.

And who knows? Those friends and colleagues may decide to create user-generated content too.

If you aren't already sharing user-generated content, especially on Instagram, then you should look into it.

The outcome can be very helpful!.

Key Takeaway: Monitor your social platforms, whether it's Instagram, Twitter, Facebook, etc.

Try to find content that was created with the help of your products, or one that features your product.

Then, go ahead and implement that user-generated content into your social media content strategy.

PODCASTS

Some say they are the new radio (since they are on-demand).

Due to how popular they are, and the benefits of doing them, you should focus on marketing your podcast to get more listeners.

Because some social sites, such as Facebook and Twitter, don't allow direct audio uploads, you'll have to either:

- Share the link to the podcast
- Create a static image, place the podcast audio over the top, and upload as a video.

This way, your audience can listen to the podcast directly on those social media sites without needing to visit an external page.

This will definitely bring you more success.

Key Takeaway: If you haven't done so already, think about creating a podcast.

Identify what your audience can take away from each episode and create a video with the podcast audio over the top of a static image.

Then share on social profiles, while linking to the official podcast.

Livestreams

Live streaming on Facebook is a must.

After you've finished your livestream, you can choose whether you want the content to be available to others afterwards. This allows other people to view the livestream if they had missed it.

Believe it or not, you can actually use Facebook Live as a lead generating machine.

Depending on the content you're livestreaming, you could promote it within the stream.

Just ask viewers to click on a specific link in the comment section and fill out a form to access an asset you're displaying on-screen or talking about.

Now that Instagram Live is finally available in the US, UK, and other areas, it's the perfect time to take advantage of this feature. You could do Q&A's, product reveals etc.

The only downside of using Instagram Live is that your content will disappear when you finish livestreaming. However, looking at that as a positive, you could

promote your Instagram Livestream on your social media as an exclusive one-off livestream.

Make it clear that once the live streaming is finished, it won't be possible to watch it again. That little strategy could attract quite a few people.

Key Takeaways: Give live streaming a shot, whether it's Facebook live, Instagram Live, or even YouTube live streaming.

Upload the footage afterwards for those who couldn't attend it live.

Consider focusing on promoting an asset during the livestream in order to get leads and engage with the audience giving them value.

The Hootsuite Dashboard

Type of business - Private

Type of site - Social media management, social networking service

Available in Multilingual

Founded - Vancouver, BC, Canada (2008)

Headquarters - 5 East 8th Avenue Vancouver, V5T 1R6 Canada

Area served - Worldwide

Founder(s) - Ryan Holmes, Dario Meli, David Tedman;

Key people - Ryan Holmes (CEO); Greg Twinney (COO/CFO); Penny Wilson (CMO)[3]

Industry - Internet

Employees - Over 1000 (May 2016). Was 600 (Jun 2014)

Website - https://hootsuite.com

Registration - Free, Pro, Team, Business, Enterprise

Users - Over 16 million (March 2018

Launched - December 2008

Hootsuite is one of many tools referred to as a "Social Media Management System" or tool. Hootsuite offer plan features that allow you to streamline workflows and help employees collaborate efficiently while managing your company's social networks.

How many social media network accounts does your business have?

It's not a surprise that sometimes, the pressure to maintain all accounts results in neglecting your brand's social media presence on at least one social media network.

Remember that it doesn't have to be completely abandoned in order to be considered neglected, for example, a decreased frequency in posts and a lack of replies to your audience's comments could be harming your brand reputation.

How to avoid? Simple. Use a social management tool like Hootsuite.

Hootsuite gives us a dashboard that enable the possibility to manage several accounts in one and single place.

Loyal customers are at the core of every business' success. Maintaining customer relationships is important. With Hootsuite you can monitor, engage, converse and schedule posts in advance, all that, for every account that you define on the dashboard.

Now, don't be the in the place, be the first!

HOOTSUITE IS ONE OF MANY TOOLS REFERRED TO AS A "SOCIAL MEDIA MANAGEMENT SYSTEM" OR TOOL.

What exactly is big data?

To really understand big data, it's helpful to have some historical background. Here's Gartner's definition, circa 2001 (which is still the go-to definition): Big data is data that contains greater variety arriving in increasing volumes and with ever-higher velocity. This is known as the three Vs.

Put simply, big data is larger, more complex data sets, especially from new data sources. These data sets are so voluminous that traditional data processing software just can't manage them. But these massive volumes of data can be used to address business problems you wouldn't have been able to tackle before.

Data has intrinsic value. But it's of no use until that value is discovered. Equally important: How truthful is your data—and how much can you rely on it?

Today, big data has become capital. Think of some of the world's biggest tech companies. A large part of the value they offer comes from their data, which they're constantly analyzing to produce more efficiency and develop new products.

Recent technological breakthroughs have exponentially reduced the cost of data storage and compute, making it easier and less expensive to store more data than ever before. With an increased volume of big data now cheaper and more accessible, you can make more accurate and precise business decisions.

Finding value in big data isn't only about analyzing it (which is a whole other benefit). It's an entire discovery process that requires insightful analysts, business users, and executives who ask the right questions, recognize patterns, make informed assumptions, and predict behavior.

Benefits of Big Data and Data Analytics:

Big data makes it possible for you to gain more complete answers because you have more information.

More complete answers mean more confidence in the data—which means a completely different approach to tackling problems.