

Summary of Short-Term Joint Staff Training C1, 26. – 28. October 2022

Short-Term Joint Staff Training C1 – Erasmus+ – 26. - 28. October 2022

Increase the prestige of VET through career guidance tools.

Registration number 2020-1-HU01-KA202-078757

Date: 26.10.2022 – 28.10.2022

Venue: Hotel Unicornis, 3300 Eger, Dr. Hibay Károly u. 2. Hungary

Project partners / topics:

- ✓ Gymnázium Kráľovský Chlmec - Vocational training in grammar school
- ✓ Ballymun Job Centre - Quality assurance in vocational training
- ✓ Aspire-Igen Group Limited - Career guidance in vocational training
- ✓ Berufsschule für Baugewerbe - Motivation in vocational training
- ✓ Heves County Chamber of Commerce and Industry - Involvement of enterprises in vocational guidance

Short Summary of the Joint Staff Training

The topic of the 3-day training held in Eger, Hungary was **the use of social media to raise the prestige of VET**. The main goal of the training was to demonstrate what social media interfaces exist, which ones we use, which our target groups use, and through which platforms we can communicate most effectively.

Summary

Topic: Use of social media to raise the prestige of VET

For detail schedule of presentations, speakers and workshops, please see the agenda and summary (2022-11-18)

Looking back, the hosts summed up the October meeting very well: “The main goal of the training was to demonstrate what social media interfaces exist, which ones we use, which our target groups use, and through which platforms we can communicate most effectively. We talked about content sharing, its advantages and disadvantages. We tried to structure the training in such a way that it would give all our partners new ideas and tips, be a little playful and everyone could express their own opinion on behalf of their organization.”

The most important learnings that we as a vocational school were able to take away from this meeting:

Being present in social media channels as a vocational school has advantages and disadvantages. An overall communication strategy and a good detailed plan support efforts to strengthen the school's own social media activities. First and foremost, you need a goal. Not communicating to simply communicate, but always considering the question: What do we want to achieve with the post on different platforms? And: Who do we want to reach with it and with what core message? Because

different platforms, different target groups. We discussed new platforms like TikTok, where we can reach the Generation Z and our targetgroup: Forthcoming students for our school. But the parents, who often decide for their youngsters are still on facebook or Instagram.

Another insight for us participants at BSBau was that a good social media strategy and implementation requires competence and resources in the school team. Social media communication does not happen on the side. Furthermore, cooperation with the young people, the target group itself, is very important. Finding representatives in the respective classes or grades who are willing to present the school in the various channels could be an exciting new way to advance digital public relations for BSBau. This was shown to us by examples from the other participating countries.

Gamification already showed us its effect during the meeting in workshops and presentations. With tools like Kahoot or "Wheel-of-names", the joy of playing games while learning became visible even among the adult participants. This insight should be taken into account in the following social media efforts for vocational schools, we concluded.

To sum up, we want to use again the words of our colleagues from Hungary, who expressed it with the following words: In short, the teamwork was very useful, because in addition to the fact that we learned a lot from each other, we were able to experience the key issues related to the use of different social media platforms from a different point of view and from a different perspective.

Projekt partner – Berufsschule Baugewerbe – www.bsbau.at

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