



IN4MARE

SMART OUTREACH BY INFORMING,
INSPIRING AND ENGAGING ADULT
LEARNERS

Instruction package on how to engage adult learner into communication activities



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Introduction

The conception of learning as a duty and a privilege of youth does not apply to rapidly changing requirements of the modern world. The European Union has actively started to promote adult learning and set the participation increase in lifelong learning as an important priority.

Lifelong learning is like a roof, beneath which all kinds of learning methods are combined: formal or level training, for example in vocational school or in college, non-formal as taking courses and informal or individual learning. Also the objectives of adult training can be very different: study of a new occupation, professional self-improvement, self-development based on personal motives and concerns.

Naturally, adult learning ways are various, so reaching different target groups and promoting possibilities of lifelong learning are more complex than usual.

The IN4MARE project focuses on the efficiency of promotion activity to bring more adult learners into formal and non-formal training. Learning must be changed into an integral part of the active lifestyle of all population groups.

Unfortunately, the statistics of participation of adults in lifelong learning shows big differences both in countries and in target groups.

Adult participation in lifelong learning 2014 and 2019 (% of the population aged 25 to 64 participating in formal and non-formal education and training in the last 4 weeks)¹

	2014	2019
EU	10,1	10,8
Bulgaria	2,1	2,0
Estonia	11,6	20,2
Finland	25,1	29,0
Italy	8,1	8,1
Spain	10,1	10,6

The common goal of the partners is to create a positive image of lifelong learning among potential learners, employers and the general public with reference to formal, non-formal and independent training. By spreading the idea of lifetime learning to the wider target group, people's readiness and motivation to participate in lifetime learning can be increased.

¹ Eurostat: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Adult_learning_statistics

The goal of the project is to encourage adults to study, using new and inclusive ways for communication with potential adult learners. How to involve adults, what are the ways and methods of involvement as well as good practices, is what we introduce in this study material.

Motivation and barriers to participation in adult education

According to the andragogical model created by Malcolm S. Knowles, adults and youth are different in the way they plan their learnings, so it is very important to consider these specificities during teaching:

- an adult is a self-conducting learner and, according to this, he/she makes important decisions by himself/herself;
- an adult starts to learn, when he/she has a real need and desire;
- the previous experience of a learner plays a significant role, and it is delivered into the new learning process;
- adults are ready to study subjects they truly want, especially when learning situations are connected with real life;
- adults are motivated for studies, they are motivated to learn skills and acquire knowledge, which help them in real life situations;
- the learning motivation of adults is less affected by external factors (for example, to get a better job), but more by internal factors (for example, to increase self-confidence and to improve the quality of life).²

Motivation for participation in adult learning can be resulted by internal or external factors. If a learner is self-confident, he/she gets positive emotions and gains better results. Unfortunately, it is also known that people with negative schooling experience have lower self-esteem and therefore avoid taking part in further learning experiences.

What motivates one to study? In European countries, the main motive for participating in lifelong learning is the people's wish to do their job better. Also:

- to improve job finding and changing possibilities
- to decrease the risk of unemployment
- mandatory
- to improve skills in the area of interest
- certificate

In addition to these motives, a study conducted in 2020 in Estonia among adults also pointed out:

- wish to get new skills and knowledge
- possibility to earn more money

² Source: Knowles, M. S., Holton III, E. F., Swanson, R. A. (2005). *The Adult Learner (6th Ed): The Definitive Classic in Adult Education and Human Resource Development*. USA: Elsevier Inc.

- chance to move on with one's life better
- learning is interesting
- escape from routine
- wish to advance in the career ladder
- wish to start up own business
- opportunity to expand social network
- to set an example for own children

The decision of an adult to begin studies is usually well-considered and he/she expects thorough information regarding the achievable learning results and the learning process – what and how he/she will study.

Learning in adulthood is not easy for everyone. So there can be multiple factors preventing learning. These barriers can be divided into three groups:

1. **Situational barriers** are mainly connected to work and/or family life: busy work schedule, lack of support from employer and/or family, childcare arrangements etc.
2. **Institutional barriers** are connected to the organisational aspects of the training, i.e. studies scheduled for inappropriate time, lack of the needed training, lack of learning opportunities near the place of residence, lack of money, non-compliance with the admission requirements etc.
3. **Attitudinal barriers** are connected to one's personality, his/her attitudes like „too old for learning”, „don't want to go back to school” etc. Different types of barriers can increase or decrease the availability of information about learning opportunities.³

There is a trend all over Europe, that there are less of those people involved in studies who need learning the most: young people without professional education and non-studying young people (16–29 years old) and the elderly people (55–64 years old). But more involved are those who have a high level of education and/or skills. Unfortunately inactive people are the least interested in learning.

This knowledge forces the marketing of adult education and training to focus on raising the awareness of the target groups as a whole as well as on introducing and advertising specific training offers.

According to our project experts, it's important to also know internal motivators as well as barriers adults have. In communication one needs to search for positive incentives and minimise learners' risks and fears. The “hooks' that could awaken their needs, and offer something that people can get instantly. In the context of adult learning these external motivators can be:

³ Source: Saar, E., Unt, M., Lindemann, K., Reiska, E., Tamm, A. (2014). Skills and lifelong learning: what does Estonia have to learn in terms of improving skills and who can we learn it from? PIAAC research thematic report nr 2. Tartu: Ministry of Education and Research.

- *economical benefits: free access, discounts, gifts and rewards, free coffee;*
- *learner-friendly approach: starting from comfortable learning environment or supporting services like child-care or free parking;*
- *fun, simplicity and entertainment feed learners emotional side and motivation;*
- *competition and progression are powerful motivators - make the learning path visual and share small awards;*
- *membership or loyalty programmes to emphasise sense of belonging or benefits from returning back;*
- *community and personal contacts as part of learning process;*
- *minimising risks or unsecurity - for instance “try before enrolling to the course” or quality guarantee in some form;*
- *“small bites” approach helps to make a first step and reduce the risk of failure too;*
- *exclusivity: feeling to be special by getting exclusive membership or special offer like “try this before official launch and give us feedback”;*
- *sharing values like donation or charity programmes are also motivators to do or participate in something;*
- *role models and opinion leaders - peers or celebrities can also add inspiration and motivation;*
- *reviews of other learners may raise motivation and give additional information from learners point of view.*

Planning of promotion and channels to use

Promotion and communication in the education field can be successful, if it is thought-out and well planned. Planning starts with setting goals. For example:

- target groups' awareness of school/organisation services and schooling has increased
- school/organisation's general fame and reputation has improved
- new target groups and learners have been involved in education
- different target groups are more involved
- increased share of recurrent learners
- increased occupancy of groups
- new supporters, speakers and partners have been found
- new partner projects and events have been initiated and arranged

When setting your goals, try to be specific of what you want to achieve and try to find criterias for measuring progress. How many new learners would you expect to reach or how many learners do you wish to come back by what period of time?

Planning is needed for all the major events (including training events), developments and changes, focal activity of which is the transmission of on time information with the right message and to the right target groups.⁴ Planning in communication work means:

⁴ Lään, I. (2014). Communications handbook. Tartu: the Chamber of Disabled People.

- targeting an event (training or other learning activity) - what we intend to do and why;
- mapping of the target groups (for whom it is intended);
- formulating the main message (what we want to say to the target group the most);
- selecting channels / means (which channels to use to deliver the message to the target groups, where and how the target groups will receive our message);
- arranging a spokesperson (who provides additional information and communicates with partners);
- arranging work allocation;
- organising budget (many activities need financial support);
- setting a schedule;
- collecting feedback (planning and performing)
- analysis

How to achieve goals? According to the survey conducted among partner organisations, adult-teaching organisations use different activities and information channels:

- *own website*
- *social media - mostly Facebook and Instagram, less LinkedIn and other social media channels*
- *most popular channels of paid-advertising are considered to be Facebook and Google Ads; traditional TV, radio and newspapers are less used*
- *posters, billboards*
- *email marketing*
- *content marketing activities, press-releases, catching media attention*
- *organising education marketing events and participation in events organised by others where the target groups are present (including campaigns, festive events etc.)*

In addition to these, partner organisations claimed that other important channels are community groups in social media, mostly Facebook groups, spreading word of mouth, personal recommendations and other non-formal communication ways.

Changes in communication during the social media era

The internet and social media have significantly changed the world and the way people communicate with each other. Marketing guru Philip Kotler described these changes through three factors:

1) From exclusive to inclusive - social media has redefined the way people interact with one another enabling people to build relationships without geographic barriers. It drives social inclusivity and gives people the sense of belonging to their communities.

2) From vertical to horizontal - customers in the past were easily influenced by marketing campaigns, authority and expertise. Now customer trust is no longer vertical but recent research



community generated content.⁵

shows that most customers believe more the f-factor (friends, families, Facebook fans, Twitter followers) than marketing communication.

3) From individual to social - customers care more and more about the opinion of others. They also share their opinions as the internet and especially social media provide the platform and tools. From a marketing point of view, customers are not passive targets but are becoming active communicators. For example TripAdvisor plays a significant role in customers' purchase decisions because of

Message distributors

Segmentation and targeting are commonly used in marketing to target your offers and messages to specific segments or individuals. Some of these segments may be more affected by advertising or trust preferences when others seek suggestions and advice from companions. Surveys have found that as many as 92% of consumers around the world say they trust verbal information more than any advertising.⁶

For example, a survey of the focus group of members of the Estonian Non-Formal Education Association (2020) revealed that the most effective channel for distributing training information is community Facebook groups. Information posted to the groups reaches the target group better and is usually perceived as useful information, not as advertising.

Therefore, today it is necessary to find allies and channels for the distribution of information from person to person. Marketing could make a conscious contribution to **young people, women and netizens**⁷, who are most likely to influence other groups and are more active in gathering and sharing information.

Young people quickly adapt and set trends and are often the first to market new products and services. They are more eager to acquire innovation, and their opinions and assessments influence others to follow trends. They are more open than average to express their views, especially on social media platforms.

⁵ Kotler, P., Kartajaya, H., Setiawan, I. (2017). Marketing 4.0 Moving from Traditional to Digital.

⁶ <https://www.cheetahdigital.com/>

⁷ Netizen is a definition by Michael Hauben for people across geographical boundaries who care about and actively work toward developing the internet for the benefit of the larger world.

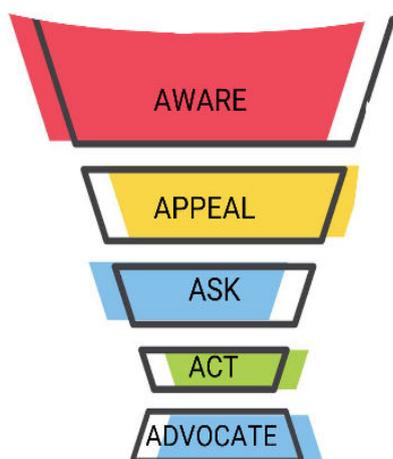
Therefore, if desired to influence the mainstream customers, engaging youth is the important first step. It applies also to the adult education sector - when young people share their positive feedback about training they influence seniors to at least ask.

Women are often seen as information collectors - they seek out the opinion of their friends and family and they are more open to ask and receive assistance from others. They consider different aspects of a product or service and then are more confident about their choice when they finally make a decision. Female learner, when she makes up her mind, is more loyal and more inclined to recommend their choice to the community too.

For example, the Facebook account of Tartu Vocational College has 63% female followers and 37% males. Reach of information follows these proportions: the engagement rate among females is 77% which means that female followers are more active to like, comment or share the content at Tartu VOCO Facebook page.

Netizen is a citizen of an internet network. Actually the number of internet users is growing, however, not all of them are active users. Look at your colleagues or friends - some of them find reasons to share their photos, opinions, ideas more often while some of them are just consumers of internet content. True netizens are information collectors, commentators and creators who actively create and publish online content. They are active users of many social media platforms and their opinions influence their friends, followers and fans. Netizens are content contributors - starting from product ratings or reviews on the internet but they can be storytellers who share authentic stories from a customer's point of view, photos, memes, blog postage or vlogs in Youtube. All this amplifies the message and spreads the word amongst others.

Customer's journey - from funnel to bow-tie



One of the most widely recognised models of a customer's journey is a funnel-like process that customers go through from the awareness stage to interest and consideration to the actual purchase.

Today's era of connectivity this path is updated. Philip Kotler suggests a model of five A's: **aware, appeal, ask, act and advocate.**⁸

In the **awareness** phase, customers are passively exposed to a long list of brands from past experience and official marketing communication and word of mouth. This is the gateway to the customer path

⁸ Kotler, P., Kartajaya, H., Setiawan, I. (2017). Marketing 4.0 Moving from Traditional to Digital.

which can be influenced by advertising that is driven by brands.

At the **appeal** phase the customer makes its primary choice based on what is more attractive at the moment and searches for more information.

This is the **asking** stage when the customer looks for more information from the company, media or friends. This is the stage where F-factor and social media platforms become important. Different kinds of online forums, blogs, expert reviews, peer-to-peer conversations are sources of information and community generated content plays an most important role in how a customer decides to act.

Act can be a purchase, sign-in to an adult training programme or actual participation in it. After purchase customers interact through usage experience and post-purchase services. That is the phase to connect your customers and learners more deeply by positive and memorable experiences that can drive retention, repurchases and loyalty.

This is the base of the **advocacy** stage. Active advocates spontaneously recommend brands they like, they tell positive stories to others and become evangelists.

Adult education sector has several possibilities to use this model and learners to be information and advice providers at the different stages. How?

Awareness and appeal by user generated content

As already said, nowadays customers believe more in others' opinions and advice rather than official marketing communication. And you have allies like youth, women and netizens who are most likely those persons to create content, spread and amplify what you are doing. Of course, the communication that is built around learners' engagement also needs to be well planned and smartly supported to be sure that all pieces of information will spread as much as possible.

The ideal user generated content (UGC) is when your customer or employee posts positive feedback on his/her or your company's social media channel, shares a picture of your product on his/her Instagram profile, and praises its good features.

How can we help our young, female and netizens to create and post relevant content and how to take advantage of UGC. Most simple and proven methods are invisible, but make it easier for users to share their experience:

- Be sure that your **social media channels like Facebook and Instagram** are set properly. Use branded profile pictures as well as short and recognizable username to ease tagging. Of course, make your accounts visible in your own website, printed materials, ads and public spaces. Then your students can find your content, share and tag you too.
- **Create your own hashtag**, use it consistently and be sure your learners see and use it too. Using hashtags you can find content to like, comment and share at your channels, thus amplifying the content.

For example, CIAPE using inspirational #keeplearning

- **Create your social media frame** for profile picture and thus you can grow your community or promote some idea.
- **Design an appealing place to take pictures** - something that would create a wow effect



and in the background of which or next to which everybody wants to take pictures. Pisa tower, for example, is one of the most photographed objects in Europe, which many want to "lift up in the picture". Is there anything inspiring in your training environment that would make people want to take and post pictures? If not, design an "instagrammable" area and encourage people to share pictures made there.

*For example, the Business College of Helsinki has a big logo painted on the wall that is the most common spot for **taking photos**. Special Instagram frames or photo booth are other examples.*

- Another way to raise awareness about your brand is **branded clothing**. Sure, it works when your learners are willing proudly to wear shirts, jackets or tote bags with your school logo. Think about items and designs suitable for your target group but make them affordable too.



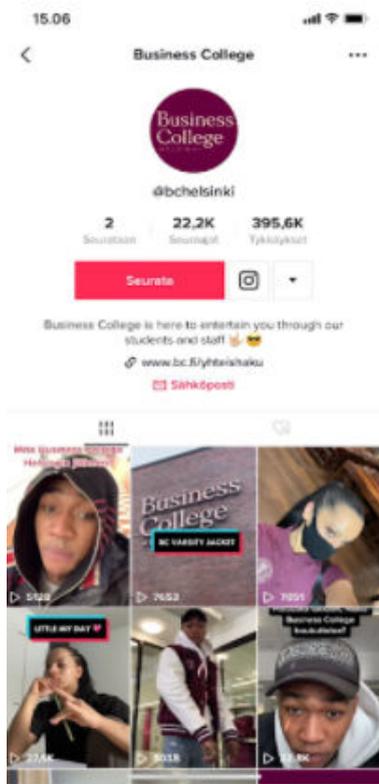
*For example, the Business College of Helsinki sells the **school bomber jackets** with 50% discount to their students and this approach has been really successful.*

- Consistently **share user-generated content** across your social media platforms. If users' Facebook or Instagram accounts are public, this can be done easily, and in most cases they are excited to be noticed and praised as the content creators. This will encourage others to use the content and the hashtag as well.

For example, Tartu Vocational College launched an Instagram account in 2017, and in order to get a larger audience and involvement, students were invited to use #tartukhk. The UGC was

crossposted in the school Instagram account and the best picture of each week was also highlighted on the school's internal TV screens.

- Create opportunities for customers to participate even more in content creation. A popular technique is an **instagram account takeover**, where, for example, a learner from some group or a group of learners gets a right and an obligation to post their activities in Instagram. One step more from the takeover strategy is the **user's managed account**.



*For example Helsinki Business College opened a **TikTok account** in 2019. Actually at first it was the marketing manager's personal account and she got this idea from her niece who was at that time the target group of a particular study program. After personally getting to know TikTok Social Media Channel she decided to open a business account for Business College (@bchelsinki) and after first post it got more than 22 000 views and hundreds of likes. The best thing about this particular social media channel is the users, because they are mostly youngsters between ages 13-18, meaning they are the exact target group Business College was seeking.*

Every year, a different student is chosen to look after the @bchelsinki account in TikTok and is responsible for creating content that is important for the followers. The content is mostly about students' life in the college, hobbies and free time.

The reason we choose a specific student to take control of our TikTok account is because the users in TikTok are in a similar age, thus they can relate to each other's life. This way engagement increases and we get better results.

Since the beginning of 2020, Business College has gained more than 22 000 followers (more than 80% are from Finland) and almost half a million likes in all the social media posts in TikTok.

- **Games and competitions** are also a way to engage your customers and students. However, simple “like, share and win” campaigns are not appreciated any more, so one have to find more creative solutions on how to inspire your fans and followers to engage with. To create such a campaign think about your goal, your customers and channel and be sure that all those components fit each other. Be precise to tell what exactly followers should do, create or share. If you have a reward, then tell publicly when, how and what the reward will be given for.

*For example Magenta Consultoria organises **graphic contests** for the creation of visual material for their projects, which allows participants to be active on social media and be involved in the activities of the company at a local and European level. Also, participants are put in contact with professionals of the audiovisual world that will decide who wins and will help with the final version of the image/ logo/ illustration.*

- Match the **content and training methods with the communication objective** when possible. When learners are happy with the results of their baking class they are ready to share the pictures of what they made. Use the same approach to other training content as well.

*For example Prometeo organised a video shooting training and the training assignment was set up to **make a promotional video clip about training itself**. This is a proven engagement method and as a result of it learners definitely share their created content to their friends and fans and thus spread the word.*

Some more ideas for adult learners' contests are:

make a photo of the way you study or use your new knowledge

which (course, study time, result) you prefer

name our new ...

put a title to the picture

how you celebrate the end of training

tag someone you would recommend this course to

Ask and answer phase with learners help

Responding to all conversations on social media is not possible any more. Instead of engaging conversations themselves, one can trust your staff, learners and alumni to respond to questions and give answers. As we know, this kind of community-based information sources and platforms are trusted by customers and can help those who consider learning options. Here are some proven methods and examples on how to answer our potential learners' questions and convince them to enrol.

- Establish or **use public platforms and open conversations** to feed the community with useful information. Community based Facebook groups are the most efficient way to reach those who seek the information but of course, there are also other creative ways to reach your target group and communicate with them actively.

*For example, in Estonia, there is a **Facebook group for home decor topics** where people can ask for advice about interior design, repair or furniture items. This group has more than 60 000 members, which is a huge number for Estonia. Such conversations in groups are useful to many people, give answers to problems, different suggestions, honest reviews for some products and thus influence people also in purchase decisions.*

*Another example comes from San Giovanni Teatino, Italy, a small town that tried to build better contact with NEET youth to promote learning opportunities. Using regular information channels it was not successful and most often these young people just respond that “i don't need it”, “It's a waste of time”, or “I don't believe in it.” Thus it was decided to involve their peers in the communication process and rely on word of mouth. To do so it organised a number of informal parties to attract young people. **The #worknparty events** involved fun, free cocktail, music,*

comfortable and informal environment. During the events participants get a cocktail and enjoy the music, but they could have a look at learning opportunities, talk with the educators and also get information, and suggestions from their fellows. Open conversation and experiences of peers influences people's decision making and is a successful communication strategy also in this case.

The third example comes from Finland. Helsinki University established Think Corner to engage students, staff & stakeholders. The idea was tested during Helsinki's Design Capital year and as it was successful, the permanent Think Corner was established at the very central location of Helsinki city. Students, staff and citizens were greatly engaged in the co-design of the new Think Corner. Now it is an open working and event space with a science twist. It concretely and visibly presents and shares what the university does, offers events, discussions, workspace, café, shop & online offering. Think corner is kind of a meeting point for university's students, staff and citizens.

The key components to successful engagement are:

ACCESS – anyone can use the premises and join the events

FREE – there are no fees to use the space or participate in the events

USER-CENTRIC – the end result was co-designed with the users, it reflects their needs

CENTRAL – located in the heart of the city, right opposite university's main building

INVITING – the architecture & design attracts to visit & stay

BRAND – positive media and citizen attention. Also the university's brand is valued.



- **Reward your customers** - means a system that helps to connect customers and reward their retention. Most often loyalty programs with points, miles or levels are used to engage existing customers. In the context of customer path - more engaged the customers are most likely our advocates and fans whose opinion matters to others.



For example Bulgarian Association Know and Can launched the **recommendation coupon** for learners. The aim was to motivate new learners to enrol to courses and rely on those word-of-mouth and recommendation who already participated. The recommendation

coupon gives a 10% discount to the new learner but also to the recommender. Thus, both persons get discounted prices when attending the course. According to the feedback of learners this practice is appreciated and now widely implemented in Know and Can marketing strategy. About half of new learners enrol in their course having the recommendation coupon. Discount is the motivator but most important is that people trust recommendations from friends more.

- **Help to celebrate** - any training is an effort and should be noted and recognised. Social media provides good opportunities to acknowledge learners' progress, for example by posting pictures of their learning process and results. Be sure to give praise and comment on posts made by participants or if possible share and crossposts them.

*Know and Can Association has established good practice of **farewell parties** - informal social events that provide opportunities for adult learners to engage and exchange learning experiences*



with other learners at the end of courses. It is a party with snacks, drinks, an informal atmosphere and some entertainment. Learners are encouraged to bring a friend to farewell parties and some of the learners like it a lot, as it is a space to share their experience, difficulties and many of them find inspiration for their career paths.

For learners it is a form to celebrate their success achieved during the courses and for sure they are ready to

share their experience via social media, to friends and families.

For the association it is also a perfect opportunity to reach new learners and promote our educational services, especially new. It is also a way for generating new ideas for courses, as learners share their thoughts and needs. Part of the event is also dedicated to feedback from the participants about what worked well and how they would improve it.

Customer ratings, reviews and testimonials

In the ask and answer phase one of the most powerful and most used tools is asking and publishing customer feedback. It has an important influence on customer opinions and behavior. According to Forbes, 93% read online reviews for businesses and 83% trust online reviews as much as recommendations from friends.

Most widely used forms are ratings, reviews and testimonials.

Ratings	Reviews	Testimonials
Shortest Quick and easy General summary Subjective No details Usually third party Impactful in quantity Used on website and third party services Unbiased	Short Written Usually third party Impactful in quantity and quality Used on website and third party services Unbiased	Long, detailed Video Usually directly to the company Impactful through length and detail Used also in commercials, brochures and other advertising materials Biased – always positive

But how to engage your existing customers and learners to share their user experience to others? Here are some examples

- Third party **rating environments** like Google Review or Facebook offer platforms for people who are your customers or involved with your business. Even more, Google reviews are the 2nd largest factor for local search engine results. Thus, ratings and reviews in Google not only improve the trust, reputation, credibility and customer service but also helps raise a webpage position at Google search engine.
- **Expert review** environment involves people who have been customers and whose expert knowledge may be trustworthy and useful to others. Usually customers are motivated to share their user experience. You need to find those people and open access to the expert review platform to share their experience, knowledge or opinion.

*For example, the international platform **TripAdvisor** is based on user reviews and this is the most important source of information to those seeking travel, accommodation, meals and attractions suggestions. Platform itself is just one component. But the system is based on the companies who recommend that customers leave their review. On the other hand, TripAdvisor uses a system that encourages people to write more reviews and acknowledges those who contribute more to the travel community.*

- **Recommendation score.** Most adult education providers ask feedback from learners, but mostly it is used to understand to what extent learners are satisfied with the training and trainer. Usually the quality indicators are collected anonymously. But this is the “trap” because other learners may not trust anonymous feedback the same way as personal one. However, when collecting anonymous feedback, questions can be set and answers can be formulated as recommendation scores.

For instance, the answers to the question "would you recommend this training to others" can be formulated: „The learners' satisfaction with this training so far has been 99%! “. If a scoring system has been used, a rewording of this result would be: "On average, participants recommendation score of this training is 4.8 points (out of 5)".

- **Publish learners feedback**, even if it's collected anonymously. You can cite learners' feedback and publish those to let future students know what to expect or how previous learners have evaluated the course. The anonymous review is better than nothing.

For example Tartu folk high schools ask participants for feedback after the end of each training. Electronic environments such as GoogleForms or Connect are generally used for this purpose, and paper-based questionnaires are rarely asked to be answered on site. Collected **feedback is used to introduce trainings**, for example:

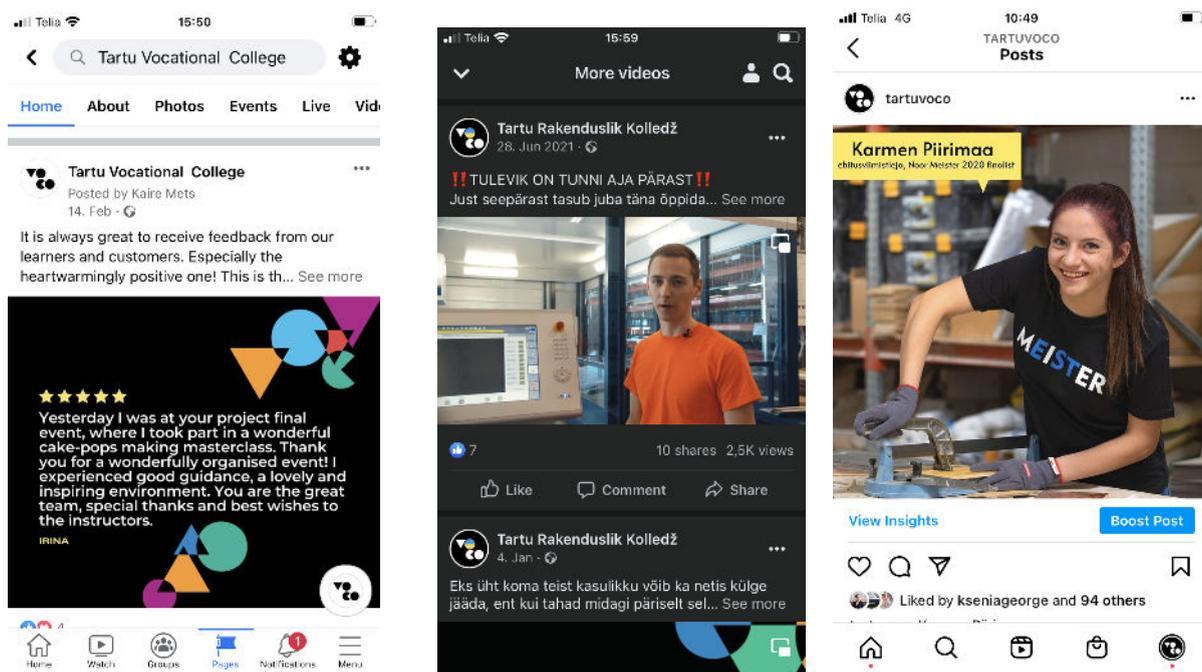
Investment for beginners, Tartu Folk High School:

“I really liked the practical side, where I was introduced to how to make transactions on the investment account. I gained a lot of courage and confidence. Thank you! ”

Image processing with freeware, Tallinn Folk High School:

“Fortunately, there was enough time to finally understand how the program works. I will continue researching and using it.”

- **Collecting and publishing learners' reviews and testimonials** together with the participant's name and face is considered very convincing. 73% of people say that when they read positive comments about a company, they trust it more.⁹ Nevertheless, it takes time and effort to find persons who are ready to give you testimonials, also to prepare the structure of asking as well as publishing and promoting testimonials in your own channels.



For example Tartu VOCO has often crossposted or published learner reviews. Collecting the learners testimonials together with their pictures has been a part of the communication strategy. Those materials have been used in social media posts, but also in the school's promotional materials like videos or online ads.

⁹ <https://www.cheetahdigital.com/>

Challenges in getting the learners reviews and testimonials

But how to get really good and powerful reviews and testimonials that work? Firstly, the testimonials should have a person's full name and photo and if it is relevant, also position. Because this increases the level of credibility and the potential customer can relate to it better. According to Derek Halpern¹⁰, the most powerful testimonials consists of three parts:

- A description of the situation/idea before consuming the product or service;
- A description of the situation/idea after the product or service has been consumed;
- Numbers to prove it.

Knowing that structure you could prepare your questions so that it would cover these three parts. Good questions can lead to the answers that really matter to others and help to build bridge the testimonial and potential learner questions in mind.

Timo Porval from Turunduslabor suggests mapping the customer's fears. You probably know the biggest fears of your potential learners. Thus, ask questions whose answers will allay the new learner's fears.

Other tips asking for a review:

- *Ask, ask, ask! Be brave and ask for feedback yourself. The more you ask, the more you get the feedback.*
- *Ask your loyal and happy customers first - firstly, it's easier to turn to them and secondly these first reviews set an example to others*
- *Stand out – don't be boring or standard while asking for a review. Personalize your request.*
- *Do giveaways and contests*
- *Offer discounts*
- *Do a practice review on yourself*
- *Finally - you have to publish the collected feedback as much as possible. Only then it make sense in the marketing*

See more:

Custom Review Link

www.whitespark.ca/google-review-link-generator

Google Review Guidelines

<https://support.google.com/business/answer/3474122>

25 Widgets to Try

<https://usersnap.com/blog/feedback-widget/>

¹⁰ <https://www.youtube.com/user/socialtriggers>

Advocates - brand ambassadors, story-tellers, influencers

Your learners, alumni and staff could be your true advocates as they are most likely trusted more than paid advertisements. These people can share true stories about themselves, stand up and defend your common values and convince those who are doubtful. In addition, together with the advocates we can spread the word of mouth and reach those groups that conventional channels can't.

There are multiple opportunities to get attention of the potential learners and to increase their awareness and motivation.

Storytelling is one of the oldest marketing ways. It is a powerful tool to transmit a message, which helps to visualise your story and get the attention of the listener. Stories are better remembered than individual facts and are easy to repeat – they are emotional, so an important personal layer of meaning is included.

Storytelling can be done in different ways. This can be a video, pictures or an article to write on the blog. More influential are stories about life itself, not created by the marketing team, stories about real people's lives and achievements. When these stories are told by well-known and loved ones, the impact is far-reaching.

Example from Estonia: In 2020, the Estonian Non-Formal Education Association launched the “Stories Tell” campaign. The goal is to collect various stories about the learners of the training centers, whose lives have been positively influenced by their learning, and about successful learning events. Learning events are also an input to the annual selection of the best learning activity. The stories are distributed in the organisation's newsletters, on Facebook, and are also available on the website to anyone interested.¹¹

A brand ambassador (sometimes also called a corporate ambassador) is a person who is employed by an organisation or company to represent a brand in a positive light, and by doing so, help to increase brand awareness and sales. Predominantly, a brand ambassador is known as a positive spokesperson, an opinion leader or a community influencer, appointed as an internal or external agent to boost product or service sales and create brand awareness.

*For example EPAL (Electronic Platform for Adult Learning in Europe) has a number of **ambassadors** who work on promotion, information and training of adult education. They are professional trainers, university researchers, opinion leaders of their field who promote EPAL and its messages within their own or as part of the professional or specialist networks they belong to. At the same time, being an EPAL ambassador adds trust and credibility also to the organizations they are working. For example CIAPE's president Mrs Eleonora Perotti is an official EPAL ambassador. This gives her a wider platform to share EPAL views but also CIAPE's projects and achievements in the adult education field.*

¹¹ <https://vabaharidus.ee/lood-loevad/>

Usually the idea of brand ambassadors is that their message reaches a wider target group - people who are not yet aware of the possibilities of adult education or not related to the offer yet.

In Estonia, during 2017-2018 TV, radio and outdoor advertising campaign “Back to School” was organised, where well-known singer Tanel Padar and football player Konstantin Vassiljev were used as celebrities, who promoted to continue adult studies. Thanks to Estonian celebrities, 81% of the respondents noticed the campaign.



Singer Tanel Padar, who stopped his education at the age of 17, gained his secondary education at the Adult Gymnasium in 2015 and continued his studies in technology entrepreneurship at the university and has set an example for many.

One of the advertising opportunities in adult education is to start cooperating with an **influencer** with suitable followers, for example, to use him/her as a participant in training, and afterwards to post his/her training experience.

When starting influencer-based marketing and choosing a social media platform for this, you must first think about your target group and choose an influencer that really matters to your potential learners, someone they already follow or with whom learners can easily identify themselves. Also think about your goal (e.g. whether you want to be in the picture only once or for a longer period of time) and what the budget is. We recommend using Instagram to create a flash campaign or to be in the picture in terms of branding. It is recommended to use bloggers to ensure the long-term benefits of googling, because Instagram stories live 24 hours, Instagram posts about 48 hours and blog posts live about 2 years, according to Google.

Practical cases from training and educational organisations

Estonian Non-Formal Education Association ENAEA: How to grow Facebook followers

ENAEA is a nationwide non-governmental umbrella association for various adult education. Our member organisations have different sizes and for the piloting one small training centre was chosen.

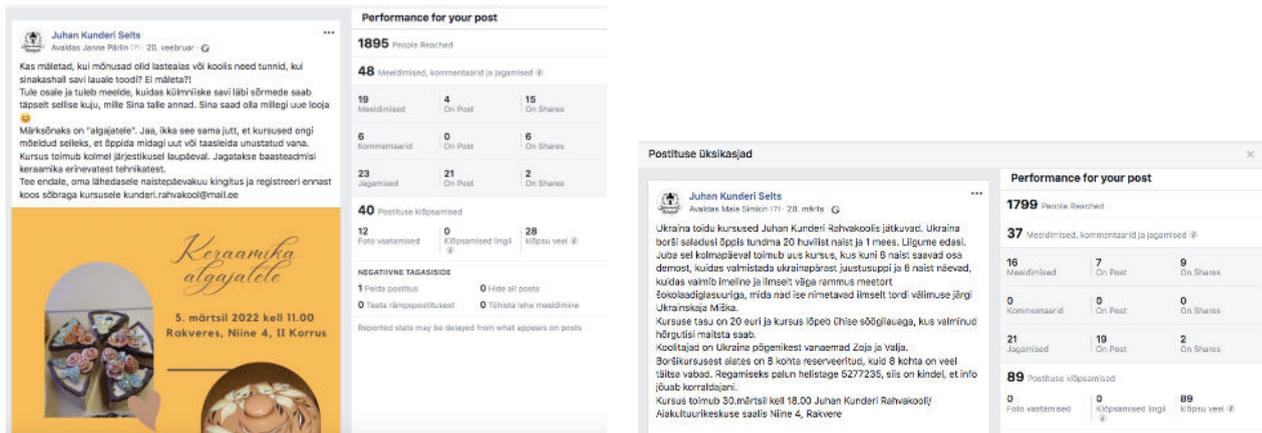
The goal was to increase the number of followers on the "Juhan Kunderi Selts" Facebook fan page by at least 10 people each month in 2022. According to Facebook's strategy, posts should be made 2-3 times a week. A total of 44 posts were made between January and April 2022. That makes 2,5 posts a week. But in our case posting won't bring new followers automatically. To increase followers, the page administrator monitors posts likes regularly. Admin can see whether the person who likes the post is a follower of the page or not. If not, an invitation to follow the page was sent. After the invitations, the number of followers of the page increased by 46 from the beginning of the year to the end of April. This result was even higher than the goal. On average, 11,5 followers joined each month.

In May 2022, all older posts were also reviewed. Among those who liked these posts were a number of people who weren't followers of the page. They were also invited to start following the page. On May 20, 2022, another 10 followers were added. In total, the number of Juhan Kunderi Selts Facebook followers increased by 56 people.

The goal was met with only a few clicks. How? You should open a window showing people who liked the post. Behind the name and emoticon, you can see who is following the page. There are options and one of them is "Invite". One click on a button and the person will be notified. As a result of this test, most of the invitees responded to the invitation and started follow the page.



The Facebook post analysis also showed that people still like storytelling. One example is a post where we were reminded of a childhood experience. It was the ceramic course invitation. This post reached 1895 people. Another interesting example is the post without photo or video, just text. This post reached 1799 people. The topic was about cooking courses, where the Ukrainian refugees taught how to prepare Ukrainian food and at the end of each meeting all participants ate the cooked meals together.



In our case, it was confirmed that if the Facebook page is active and posts are made 2-3 times a week, the engagement of followers also increases. We suggest monitoring the likes at your posts and invite people to follow your page.

Business College Helsinki: TikTok campaign for potential students

The goal of our campaign was to attract potential students to apply to Business College Helsinki. We made a TikTok campaign in order to raise awareness of our school. We wanted to get as many views as possible.

TikTok as a marketing channel is not new but in Finland it is. We wanted to create an organic post and then boost it into a paid post.

In this particular post we had a Business college student describing different types of people applying to the school in a funny and relatable way. The target group was possible student candidates from age 18 to 25. Our target was specific, achievable (we have more than 20k followers) and realistic. The TikTok video was a part of a bigger marketing campaign. The campaign time was from December 2021 to March 2022. The video was elevated as part of the campaign for 4 weeks.

We started in November to plan the TikTok video and find potential partner. We found an influencer willing to participate in making the campaign with our student. In January we shot the video and published it in TikTok. We boosted it into a paid post with a budget of around 600 €.

In March we got the results. They were very easy to measure because the application includes specific analytics of each post. Our aim was to get 500k views and engagements. We got 581,1 K views, 21,6 k likes, 243 comments and 236 shares.

We were very happy with the results. We achieved the goals we had set in the beginning. Working with students is always a little bit difficult because for them doing things on time is not a priority. We had some problems with the timetable but in the end the student with her friend made the video on time and it had great feedback from our followers.



We recommend that you include your students in the marketing and creating the content. That way the content feels closer and more authentic to the viewers. Also the students may have fresh ideas and they are close to the target group when marketing an education.

Our suggestion is to definitely use TikTok but only organic posts and then boosting them, because they fit the channel better and results are also higher. Organic posts fit better with the account's other posts and they work better in the long-term. TikTok users do not appreciate too polished content or straight-forward marketing, because the channel is usually in free time and recreational purposes.

If you are interested in using influencers, first think through all of your contacts and network: could you find an influencer through your own network or student's network? Be prepared to pay a reward for the influencer. The amount of reward is negotiable and it helps if you can offer money-worth products or services for free.

As an improvement for the future campaigns we think it would be even more effective if you would make a series of posts in one campaign and increase the overall length of the campaign.

Link to the video: <https://vm.tiktok.com/ZMLQY98E8/>

Magenta Consultoria: raising awareness of lifelong learning

During the IN4MARE project Magenta Consultoria ran a marketing campaign to reach adult learners using the social network Facebook. We aimed to create a strong identity for our posts, and keep the audience engaged in our discussion.

The pilot was divided into two parts. During the first part, we prepared the materials and decided on the strategy to be implemented. In the second half, the dissemination was done and engagement was monitored. The preparation was carried out between the months of November and February, and the piloting took place between March and April 2022.

Our aim was to raise awareness among adults about the benefits of lifelong learning, and the target group was to involve those people, preferably over 25 years old, who would benefit from undertaking further education and training.

We chose to do our outreach on Facebook as it is the most common social platform for adults in Spain. According to a 2018 report by ABC newspaper, 50% of the Spanish population has Facebook, and of those 52% are between 18 and 39 years old, 42% between 40 and 64, and the remaining 6% are those over 65 years old. In addition, 53% of all users are female, compared to 47% who are male (IV Estudio sobre los usuarios de Facebook, Twitter e Instagram en España, 2018)¹². This was beneficial for the project as women tend to be most likely to influence other social media groups and are more active in gathering and sharing the information.

Our goal was to reach 500 people and we have over 3,000 monthly followers. In Facebook, the results are easy to measure because we are able to see the engagement in the analytics of each post.

We decided to create several posts that would engage our target audience. The posts were meant to create a conversation and for people to interact and tell us what their interests in education are. In the posts we asked them questions like: "What skills do you think are important to know as adults? What would you learn better at school?", "What would you have liked to learn at school?", "What would you like to study now as adults?", and "What subject do you think is interesting for a training course"?

We ended the dissemination round by sharing news from a local newspaper about an award-winning adult facility in our city, so that the target audience knows that they can pursue further education in their city and that it is highly beneficial for them.

¹²

https://www.abc.es/gestordocumental/uploads/internacional/Informe_RRSS_2018_The_Social_Media_Family.pdf
[Accessed 24 May 2022].

The posts were created in the Magenta brand colour, as it represents us and helps us to create a strong identity and build more trust with the audience. We also used GIFs as we felt it would generate more interest. All posts were promoted in different Facebook groups and an appropriate time.



Nonetheless, the campaign had no positive results. We did not reach our target with those posts. Firstly the posts reached only 171 people, instead of the 500 expected. Secondly, we expected to engage people to share their views, but it didn't happen.

As a result of this pilot, we have seen that posts containing GIFs do not reach so well and don't generate as much traffic, as the ones containing simple images or news.

Conclusions: avoid GIFs, the posts that generate the most interest are those containing simple images or news; it is rather challenging to generate an open discussion with Facebook posts.

Tartu Vocational College: Collecting and publishing adult learners reviews

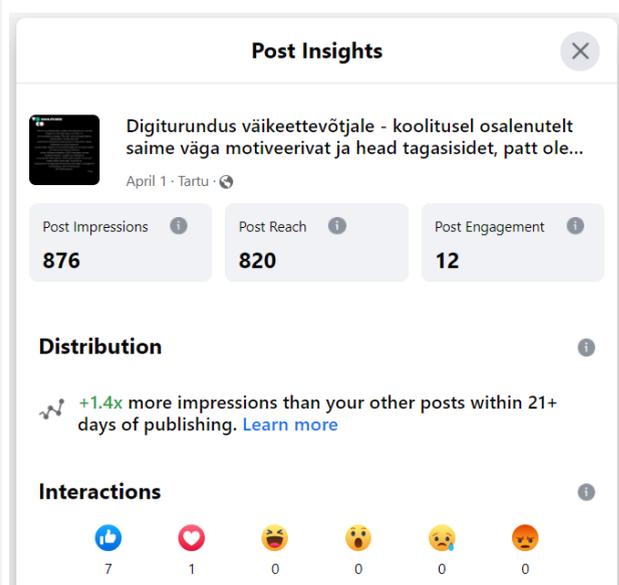
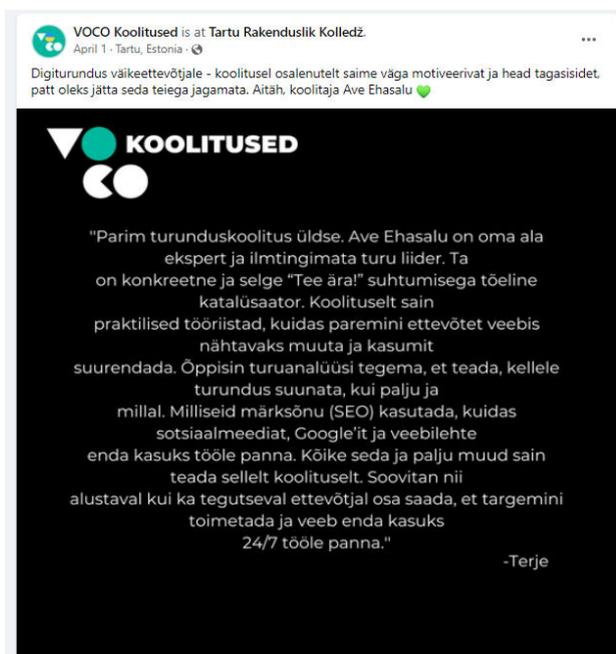
In the service sector, where it is impossible to evaluate intangible products, client's feedback has an important influence on customer opinions and behaviour. According to Forbes, 93% read online reviews for businesses and 83% trust online reviews as much as recommendations from friends. That's why it is important to collect and publish adult learners' feedback.

Tartu VOCO used to collect feedback from our learners but the official forms contain mainly numerical assessments that can not be used for marketing purposes. To improve this practice, Tartu VOCO piloted new forms to collect more personal and emotional feedback from adult learners with the aim to publish it on our social media and website to promote training.

The actual piloting period was February-March 2022 when we approached 5 different course participants, in total 59 learners. Among them were both hands-on training courses but also theoretical and even online courses. We sent learners e-mail with a personal letter with explanation why we are collecting their opinion and how this is going to be used. In 4 cases we used a Google Form where participants could share training experience (feelings, emotions, new skills, etc) but once also Mentimeter Word Cloud. In addition to that we offered those who shared their feedback, a small gift like a tote-bag or key-holder with cleaning cloth for glasses.

Although we expected to receive more responses, reality was that out of 59 learners 24 wrote a review (or filled in the Mentimeter Word Cloud), it was about 40%. Some of these reviews were too short or general to use for marketing purposes, but all of them were positive or even very positive.

If we analyse the process, then we conclude that not all learners are not eager to leave feedback and often wish to be anonymous or allow us to use only their first name. We had more female participants, but it seems that females were also more active to write their feedback. Mentimeter was easy to use for participants and brought us a higher rate of respondents but the result was not as informative and emotional as written feedback. Also those persons that were connected with creative courses wrote much more interesting and comprehensive feedback.



All of the collected feedback we published in our adult training Instagram account and some of them also in Facebook. According to the plan, the collected feedback is published to the courses website whenever the new course is announced.

If we look at the posts statistics in social media channels, insights shows that an overall reach and engagement of those posts was average when compared with others, but in some cases reach was even better. We don't know yet if they have had any influence on our future trainees. However we will monitor the situation as well as publish the feedback directly to the courses sub-pages.

Conclusions and suggestions:

- * collecting marketable reviews is long process, there is no quick results
- * in total 40% from those we asked responded, but not all reviews were informative and comprehensive to use for marketing purpose
- * all reviews were positive or very positive, thus no need to afraid of critics
- * in our case most of respondents allowed us to publish their first name only, adults prefer wish to stay rather anonymous
- * people were happy to receive a small gift in return
- * feedback that was published in social media received an average engagement and reach so far. But this may depend on posts' design too. Our posts had only texts without photos or any other eye-catching element
- * even though the process is long and time-consuming, our experience is convincing to develop a system for collecting and publishing marketable reviews.

Italian Permanent Learning Center: Promoting of mobilities among working adults

In November 2021 Italian Permanent Learning Center (CIAPE) started planning the promotion of mobility activities in the framework of the Erasmus+ Accreditation 2021-2027, since CIAPE was the coordinator of a Consortium made by six organisations operating in the field of adult learning.



The aim of the promotion campaign has been to reach at least 5 participants from each Consortium organisation and make them apply to the application form by the end of April 2022. Altogether we expected to collect 30 applications.

To reach those people, the call for selection, together with the list of identified courses has been shared by each organisation through the internal mailing list. At least 500 people have been reached.

The main target group of the action was adult staff from organisations involved in the Consortium.

Although the news about the mobility opportunity was spread for a long time and in cooperation with all

Consortium organisations, applications from interested people were less than expected. Just 10 candidates from Consortium organisations applied for an Erasmus+ grant. This was under our expectations.

For this reason the Consortium decided to give more time to participants in order to apply and in order to attract more people.

As a conclusion we listed up several reasons why our strategy was not successful:

- * not successful communication channels used in order to reach the adult audience;
- * barriers to take part to the mobility (e.g. inadequate level of English, personal and/or family issues, etc.);
- * inadequate message or type of information materials spread;
- * we were not able to use previous participants' testimonials in order to share their personal experience to others since it was the first edition of the project. Thus the information lacked personal touch to convince people.

Italian Permanent Learning Centre: communication of “SO GREEN” event

In January 2022 Italian Permanent Learning Centre CIAPE started planning the “SO GREEN” event, a networking and debating opportunity for connecting youth people and policy makers in order to detect green issues at local level.

The aim of the communication campaign has been to gather at least 20 youth people and 5 stakeholders in a two hours event held in Rome on April 28th, 2022.

During the first two months of the year the communication campaign has been designed and implemented.

Firstly, to reach youth, social media posts has been published (Facebook, Instagram and LinkedIn). The mentioned posts, in its caption, contained a registration link. Furthermore, this post has also been shared among an internal mailing list and through several online networks, reaching in total more than 1000 people. In addition we also used sponsored post.

Secondly, for policy makers, a separate email communication has been sent to all relevant stakeholders detected at local level.

In the result of the communication, the number of people registered to the event was 24. Actually the event had 29 participants, 20 young persons and 9 stakeholders. Thus the communication campaign reached its goal.

CIAPE - Italian Permanent Learning Centre si trova presso **Rome, Italy**.
 22 aprile · Rome, Lazio · 🌐

📢 I giovani su 10 sono consapevoli che un utilizzo eccessivo delle piattaforme social contribuisce all'inquinamento del pianeta 🌍 mentre 1 su 2 già attua comportamenti di "sobrietà digitale" limitando il consumo streaming di audio e video 📺📺📺. E tu lo sapevi?

Il prossimo 28 Aprile partecipa all'evento **SO...GREEN** e condividi con noi riflessioni e idee sulle sfide e le opportunità legate alla sostenibilità della tua comunità locale.

Iscriviti o se ancora non lo hai fatto: <https://forms.gle/d854tw7A1Uq1p5AA>

#EarthDay2022 #Green #Dothergthtttg #lessismore #Europe #GreeDeal #Youth

hai tra i 18 e i 30 anni?
vorresti dire la tua su pratiche green e sostenibili?
sai che puoi avere la possibilità di viaggiare in Europa per farlo?

partecipa all'evento **SO...GREEN** per scoprire quali opportunità abbiamo in programma

28 Aprile
 dalle 16.00
 alle 19.00
 ALTROVE
 Ristorante



Conclusions: The sponsored post on social media has not brought success and additional participants. Probably because the sponsored post reached a wider audience but not all the interested people were able to reach Rome. Thus the event should have been blended (in presence and online).

Know and Can Association: Feedback collection from parents whose children attend courses

Running an educational centre in a big city, especially in a capital city, is a challenging task. There are many institutions and organisations with the same profile which offer almost the same courses. Therefore it is very important to build a recognizable position, both in the neighbourhood and the whole city, based on a high level of education. To be able to do it properly, it is necessary to be in touch with the target groups.

The direct participants of our courses in Bulgarian language and Mathematics were 20 pupils from 7th grade in the school year 2020/2021. The aim was to prepare them for their state exams after primary school. The achieved results are crucial during the application process to high school.

We decided to collect feedback from the non-direct participants - pupils' parents. Their opinion is important for us because they are the ones who enrol children in the courses and expect high results on the state exams. The word of mouth from parents is an important information channel as well.

At the beginning the main practice was to collect oral feedback because most of the parents were not willing to fill in any online/paper forms. However, this method was not sufficient for us because it was difficult to use parents' statements later, i.e. on our website or on social media for marketing purposes.

That is why we decided to prepare an email invitation for collecting feedback.

To encourage parents to fill in a questionnaire the marketing strategy was developed. Sending back a completed feedback form entitled to a 10% discount on the Know and Can Association courses or a free trial exam for their kids to access the level of knowledge. This strategy met with interest among parents because 20 of them decided to fill in a questionnaire. Because the school year is divided into two semesters, the feedback was collected after each one - the first one in February and the second one in May.

Apart from the questionnaire, parents also had a possibility to talk with teachers and share their opinions. In addition, we organised Open Days in June 2022 during which parents had an opportunity to get to know more about our Association and offered courses. For children were available free evaluation tests.

Know and Can
Published by Lora Yoncheva · May 13 · ...

Детето Ви ще бъде в **6** шести клас тази година? Заповядайте на [Ден на отворените врати за бъдещи шестокласници и техните родители през юни 2022](#). Колкото по-рано едно дете започне своята подготовка за НВО след 7. клас, толкова по-спокойно и уверено ще бъде то по време на изпитите. Ето защо да дойдете:

- ✓ Ще има информационна среща за родителите.
- ✓ Ще има тестове определяне на нивото по БЕЛ и математика за учениците.
- ✓ Ще има специални награди за учениците с най-вис... [See more](#)



Ден на отворените врати за бъдещи шестокласници и... Call now

You and 13 others 1 Share

Performance for your post

18361 People reached

18 Likes, comments & shares

703 Post clicks

0	329	374
Photo views	Link clicks	Other clicks

Distribution summary
-1.5x lower than your other posts within 21+ days of publishing.

↓ 1.5x less ↑ 2.5x more ↑ 1.4x more
Post impressions Post clicks Reactions

[View more details](#)

Negative feedback

0 Hide all posts 0 Hide post
0 Report as spam 0 Unlike Page

18 Likes, comments & shares

Branded content distribution [View breakdown](#)

18361	103	18195
Total reach	Organic reach	Paid reach

53288	122	53166
Total	Organic	Paid

Know and Can
Published by Lora Yoncheva · February 23 · ...

Вие сте родители на **7** седмокласник и детето Ви ще кандидатства? Запишете го на [Пробни изпити по БЕЛ за седмокласници](#) и [Пробни изпити по математика за седмокласници](#) в Сдружение Знаи-и-Мога- Know and Can!

Участието е само с предварително записване, а местата са ограничени- запишете се сега! За въпроси и записване:

Адрес: бул. "Прага" 8 (вход от ул. "Бузлуджа")
 Телефони: +359 2 94 34 055; +359 8/8 50 30 95;
 E-mail: znamimoga@gmail.com
 Facebook страница: Know and Can
Повече информация вижте тук: <https://znamimoga.org/пробни-изпити-по-бел-и-математика-за-7-м/>
[#БЕЛ](#) [#Математика](#)
[#кандидатстванеследседмиклас](#) [#седмиклас](#)
[#седмокласник](#) [#изпитииюБЕЛ](#)
[#изпитипоМатематика](#) [#кандидатстване](#)

Performance for your post

53 People reached

5 Likes, comments & shares

4 Post clicks

0	2	2
Photo views	Link clicks	Other clicks

Distribution summary
-3.9x lower than your other posts within 21+ days of publishing.

↓ 3.9x less ↓ 2.7x less ↓ 1.7x less
Post impressions Post clicks Reactions

[View more details](#)

Negative feedback

0 Hide all posts 0 Hide post
0 Report as spam 0 Unlike Page

5 Likes, comments & shares

Branded content distribution [View breakdown](#)

53	53	0
total reach	Organic reach	Paid reach

In May we summarised the collected feedback and then posted on our website some of the parents' opinions. We also published at our social media channels an average result achieved by pupils on the state exams. Such information is important for parents and encourages them to enrol their children in our courses. As a result of this process we successfully managed to form 2 groups of 10 children who will attend the courses from autumn 2022. This is the first time in 10 years we have been able to form groups before the beginning of the new school year.

Conclusions: It is not an easy task to collect marketable feedback. We faced a lack of interest and willingness from the parents' side. To overcome these obstacles we decided to offer a 10% discount on the Know and Can Association courses or a free trial exam for their kids. With this strategy 20 out of 60 respondents filled in feedback form. Thanks to this experience we have better knowledge of our target groups' needs and tools to satisfy them.

Prometeo: YouTube video for promotion and raising awareness

Prometeo offers personal services, vocational training and continuing education in Trani, Italy. We choose to use the video shot through the smartphone as a means of promotion and awareness-raising. The aim was to reach an adult audience that could then be converted into potential users for the activities promoted by the organisation.

Using video content is supported by the fact that Youtube is the most widely used platform with 2.5 billion users (DataReportal,2022) of which 1.7 billion are active (HootSuite,2022). In Italy, there are 43.20 million active users (DataReportal,2022). 42% of Italian users on YouTube are between 19 and 44 years old

Based on these numbers, we decided to pilot our YouTube channel, prepare and upload stories and video interviews carried out with different target groups of adults and young people as protagonists.

In total we shot and posted 5 narrative videos about our projects to the YouTube channel <https://www.youtube.com/user/IFORPROMETEO/videos>. All these videos were shot by smartphone, with people's personal interviews and success stories.

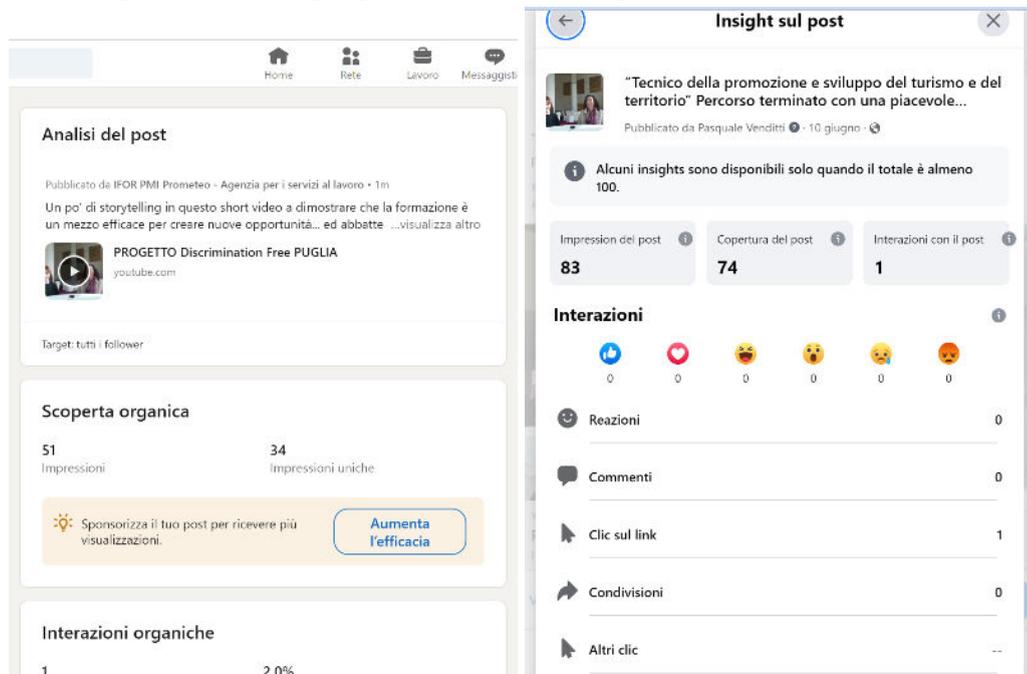
One of them, related to the project that supports victims of violence, we also shared in our other social media channels.

Technically, the idea was to exploit the large user base present on YouTube with the claim of attracting organic traffic by simply targeting the media content through metatags - almost as if waiting for the traffic to come by itself. However, within one month these videos received very few views and failed to capture viewers. .

The only video that has reached 19 views in a month was about the Youth Guarantee Project - which is a labour inclusion programme for young people aged between 15 and 29. This number suggests that young users are more likely to reach content that is aimed at them.

However, the video that we promoted also on Facebook and LinkedIn got better results.

- Impression : number of times the post was viewed on the screen
- Coverage : number of people who viewed the post at least once



This result was achieved on our Facebook page with 2394 followers and our linkedin account with 120 followers - in both cases no paid sponsorships were performed.

Conclusions: We strongly believe in the use of video interviews and video in general to raise awareness, but it takes time and extra efforts to reach adults. Using other social media platforms to reach potential audiences organically and then redirect them to YouTube is more efficient, especially if the content of the post is a fairly long video interview that must be followed and listened to carefully. We will continue to invest in video content to generate traffic around our activities.

The material is compiled in the framework of Erasmus + project Smart outreach by informing, inspiring and engaging adult learners” (2020-1-EE01-KA204-077954) by:

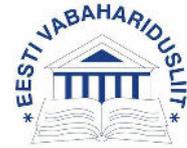
Tartu Rakenduslik Kolledž (Estonia)



SDRUDZENIE ZNAM I MOGA (Bulgaria)



EESTI VABAHARIDUSLIIT MTU (Estonia)



HELSINKI BUSINESS COLLEGE OY (Finland)



Cooperativa Sociale Prometeo onlus a Mutualità Prevalente (Italy)



CIAPE - CENTRO ITALIANO PER L'APPRENDIMENTO PERMANENTE (Italy)



MAGENTA CONSULTORIA PROJECTS SL (Spain)

