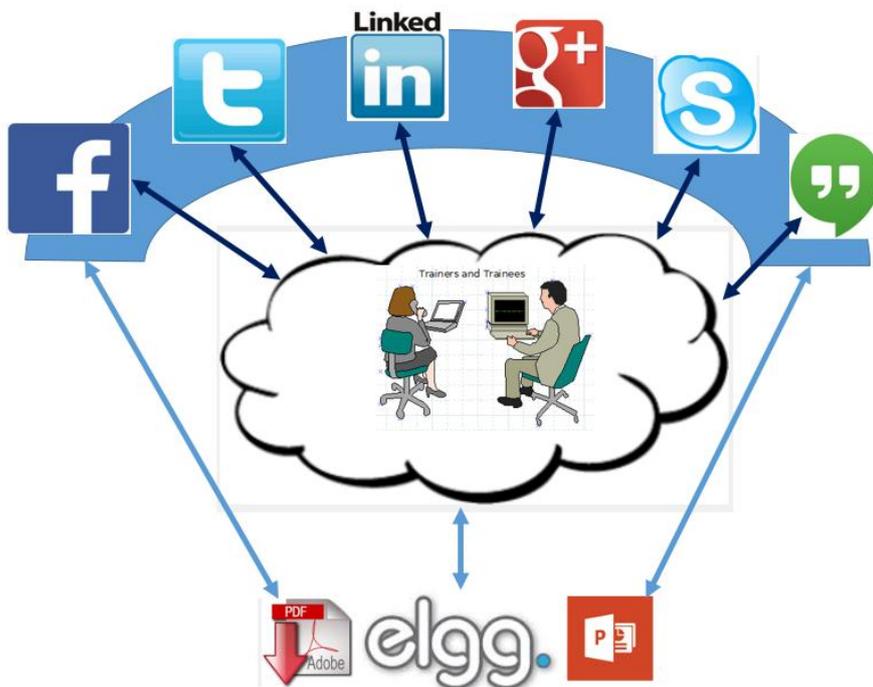# web2jobs

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An EU Lifelong Learning Programme Project:
Development of Innovative ICT-based Content. Services,
Pedagogies and Practice for Lifelong Learning (Key Activity 3)/
Multilateral Projects
Project No: 543145-LLP-1-2013-1-UK-KA3-KA3MP

Development of the 'Train the Trainer' programme within the Web2jobs project

At the beginning of the second year of the Web2jobs project, the project partnership is focused on developing a comprehensive 'Train the Trainer' programme for Vocational Education, Employability and Adult Education providers on the effective use of Web 2.0 and social networking media for improving the employability of mature adult job seekers.

The Programme will be delivered using a blended learning approach that combines the best of e-learning with more traditional, tried and tested pedagogy.

The backbone of the programme will be **an innovative, 'Cloud' based, open source social media platform** that will host both learning modules and facilitate social interaction. Self-paced, formal content will be combined with key social media, communication and collaboration tools to create a fully participative learning environment with open spaces for individual learning and reflection.

The training programme will be structured in 10 modules, each of them being conceived to be delivered as 2 hours of face-to-face training and 2 hours of self-study (reading, training on award-winning open source social networking engine (ELGG) or externally on Facebook/LinkedIN, etc).

The 10 modules of the training programme are:
- Module 1 - Using Web2 technologies to enhance employability and job search skills
- Module 2 - Methodology for trainers in enhancing employability skills
- Module 3 - Assessing your digital footprint
- Module 4 - Introducing web 2.0 technologies to source jobs opportunities
- Module 5 - Using Facebook for Job search
- Module 6 - Using LinkedIn for Job search
- Module 7 - Using Twitter for Job search
- Module 8 - Using Skype and Google+ for employability
- Module 9 - How to combine online and offline job search skills
- Module 10 - Case studies and demonstrations on employability techniques

The ELGG platform will be used to deliver all necessary tools for trainers and trainees to download content, learn and train. Twitter, Facebook, LinkedIN, etc platforms will also be used in the process of training.

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January 2015

Interaction between social media services, course content and trainers and trainees is shown on Figure below:

Piloting of the training programme:

In order to test the training programme, 10 VET Trainers and Adult Educators from each of the 8 partner countries will be recruited in a first phase.

Afterwards, the trained trainers will deliver the programme at their turn to end users – at least 6 adults over 45 from disadvantaged communities per trainer - a minimum of 80 trainers and approximately 500 end users overall in all the partner countries.

Project website: http://web2jobs.eu
Project duration: January 2014 – December 2015