Welcome to Passport to Trade 2.0 Project Newsletter.

The second newsletter provides an overview of Social media usage and etiquette in Europe. It also presents the industrial workshop on Enterprise 2.0 systems in Koblenz regarding the advantages of social media in a business context.

Social Media usage and etiquette in Europe

The usage of social media has been increasing rapidly in Europe during the last five years. According to Eurostat, one third of adult Europeans are actively using social media. However, there are great differences in social media usage from one European country to the next. Social media is used most actively in the Nordic countries: Denmark, Norway and Sweden (around 45% of adult population) and the least in Romania (17% of adult population).

Many of your friends, customers, prospects and partners are probably utilising social media effectively. If you are not, then it will be worth giving some consideration to the benefits of it. But how can you use it properly without making fool of oneself? This is where social media etiquette is required.

Social media (e.g. Facebook, LinkedIn, Google+, MySpace) are online services that focus on building a social network between different people. Social media services are usually individual-centred and build people's personal profiles and their connections to other profiles.

In general services are oriented into a particular topic like career or hobbies. They are usually focused on the professional or private networking and offer possibilities for e-mailing or instant messaging between the users.

Social media etiquette refers to the commonly shared codes of conduct in the social media. Social media etiquette is closely related to the concept of Internet etiquette, which is also called Netiquette.

Interaction over the net is based on the basic rules of human interaction, but with the possibility to act anonymously. Also, with lack of the support that your body language gives you, the large number of people on the same forum, as well as the fact that by writing your message (instead of talking it) you'll leave a more permanent mark for others to see, make the issues of etiquette even more important in virtual interaction than in face-to-face interaction.

Naturally, netiquette builds on the basic rules of face-to-face etiquette. One should respect others, act unselfishly, and respect other people's privacy and human rights.

But there are also some additional rules that one cannot really know without learning them.

The rules of social behaviour vary according to the network that one belongs to and the codes of conduct on social media vary also. There are different rules in different media and among different user groups but some common rules apply.

Students discussing social media etiquette in a workshop at the University of Turku in Spring 2012

Passport to Trade 2.0 (P2T2.0) project organised workshops for SMEs and students around Europe to collect their experiences in social media usage.

The results show that social media is still used more commonly in personal lives than in business. However, there are differences between countries, industrial sectors and markets.

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Some of those 'golden rules' will be found from the BusinessCulture.org website in the future.

Social media etiquette was quite an unknown concept for many people, but both the SME owners as well as the students recognised the need for some advice and training on the codes of conduct for social media.

Industry Workshop Enterprise 2.0

At the end of the second Passport to Trade 2.0 partner meeting which took place in Koblenz, Germany on the 18th and 19th April 2012 an industry workshop took place.

P2T2.0 project partners were invited to meet with industry participants over lunch and to take part in the workshop on the topic of Enterprise 2.0 and collaborative technologies.

Participants had the opportunity to test a platform and to discuss its potential use in their own organisation.

The workshop was coordinated by Mr Roland Diehl (University of Koblenz) and was attended by industry representatives from local and regional organisations.

The workshop presented different Enterprise 2.0 systems and through a series of practical activities and scenarios demonstrated the advantages of using these systems within a business context.

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At the end the obtained impressions where presented in a speed presentation in order to complete the workshop day. The platform will continue to be available for participants to further test the tools and to establish an alumni network for future exchange.

The P2T2.0 meeting itself helped to coordinate all participating partners, provide an update on progress and to take decisions for future developments.

After a welcome at the University of Koblenz Landau, Campus Koblenz, project partners had the opportunity to present the progress of their individual Work Packages (WP), ask questions and receive feedback.

The University of Koblenz team presented their findings on Web Analytics and their recommendations for the monitoring of the usage of the new website.

A particular focus was placed on the development of the European Mobility Framework (EMF) which will guide the development of the new website content and structure.

With one and a half days for presentations and discussions about the project itself and half a day for the industry workshop the meeting was a success.

Please, participate in our on-line survey:

For students: https://www.surveymonkey.com/s/P2Tstudents
For SMEs: https://www.surveymonkey.com/s/P2TSMEs

If you would like to know more about the project, **please, visit our project website www.businessculture.org**.

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