

**Welcome to Passport to Trade 2.0 Project Newsletter.**

*In this 5<sup>th</sup> newsletter articles on Good practices in social media etiquette and placement in Czech Republic, how to use social media for business, an Italian case study of using social media marketing to promote & expand a business.*

**Focus Group with Czech SMEs: Good practices in social media etiquette and placement.**

Four companies were contacted to participate in a focus group social media use and students placement practice.

After analyzing the answers from all four companies it was evident that their responses could be divided into broadly two groups. The first group works exclusively with local companies and due to this, are not aware of the benefits of using social media to both attract & retain customers. We also identified a lack of awareness in terms of how social media can be used to attract & retain potential customers.

They are not necessarily interested in extending placement possibilities to foreign students because they don't see the diversity this brings as a benefit that can help with their local clients.

Another difficulty for this group is how to attract foreign students for placement or as interns to their company and their lack of ability to communicate in foreign languages.

The second group work with both local and international companies and because they work in the digital sphere these companies are actively using social media as a tool that works for their businesses and their employees are more internet savvy.

University of  
**Salford**  
MANCHESTER

**Salford**  
Business  
School

Poradenství/Consultancy  
**Tis Praha s.r.o.**



Turun yliopisto  
University of Turku

**SPiN**  
INNOVATION BUSINESS SUPPORT

**URENIO**  
ΕΡΕΥΝΗΤΙΚΗ ΜΟΝΑΔΑ ΑΣΤΙΚΗΣ ΚΑΙ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΚΑΙΝΟΤΟΜΙΑΣ  
URBAN AND REGIONAL INNOVATION RESEARCH UNIT



TECHNOLOGY DEVELOPMENT  
AND INNOVATION - TDI LTD



UNIVERSITÄT  
KOBLENZ · LANDAU



One of the companies in this group is owned by a foreign national but since half of the employees are foreign as well English is the official language of the office.

The second company is very aware of how social media can help them due to their position in the new technology sector (They have designed a special program that enables TV stations to broadcast anything from live sport matches to films on hand-held devices like phones and tablets.)

In conclusion, the two groups are a fair representation of their regions. The first group is located in a city called Usti nad Labem, which is about 100km from Prague. It has one of the highest unemployment rates in the country, internet penetration & usage is not as high as in other regions and the standard of living is also one of the lowest in the country. The companies in the second group are located in Prague – a cosmopolitan, capital city. Here they can take advantage of high internet penetration, high average salaries & low unemployment rates. In summary, a company's reaction to implementing best practice in social media etiquette as well as the placement of students has a direct correlation with the products or services that the company is offering, the type of people that work there and often it's location as well.

## How to use social media for business?

Learn how to use social media for business from one of Salford Business School's [latest business management courses](#). The course was jointly researched by the [Passport to Trade 2.0 project team](#) and prepared in collaboration with some of the leading digital marketing agencies in the UK.

University of  
**Salford**  
MANCHESTER

**Salford**  
Business  
School

Poradenství/Consultancy  
**Tis Praha s.r.o.**



Turun yliopisto  
University of Turku

**SPiN**  
INNOVATION BUSINESS SUPPORT

**URENIO**  
ΕΡΕΥΝΗΤΙΚΗ ΜΟΝΑΔΑ ΑΣΤΙΚΗΣ ΚΑΙ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΚΑΙΝΟΤΟΜΙΑΣ  
URBAN AND REGIONAL INNOVATION RESEARCH UNIT



TECHNOLOGY DEVELOPMENT  
AND INNOVATION - TDI LTD



UNIVERSITÄT  
KOBLENZ · LANDAU



This Massive Open Online Course (MOOC) can help businesses and individuals to make the best use of search and social media platforms.

The course is called [Search and Social Media Marketing for International Business and is](#) applicable to students looking for placements abroad as well as businesses thinking about new trade links; it comprises twelve topics.

### **How to develop a personal brand online**

[http://www.youtube.com/watch?feature=player\\_embedded&v=I9LYw0mgtn4](http://www.youtube.com/watch?feature=player_embedded&v=I9LYw0mgtn4)

### **How to use Twitter**

[http://www.youtube.com/watch?feature=player\\_embedded&v=9CVY3pp91Dc](http://www.youtube.com/watch?feature=player_embedded&v=9CVY3pp91Dc)

### **How to use Search Engine Optimisation (SEO)**

[http://www.youtube.com/watch?feature=player\\_embedded&v=zw27cRcwtM0](http://www.youtube.com/watch?feature=player_embedded&v=zw27cRcwtM0)

### **How to use social media for international business development**

[http://www.youtube.com/watch?feature=player\\_embedded&v=Bx-B56AHS4c](http://www.youtube.com/watch?feature=player_embedded&v=Bx-B56AHS4c)

### **How to use Facebook**

[http://www.youtube.com/watch?feature=player\\_embedded&v=UmRGn-vdcO8](http://www.youtube.com/watch?feature=player_embedded&v=UmRGn-vdcO8)

### **How to use YouTube**

[http://www.youtube.com/watch?feature=player\\_embedded&v=G20OVpmTBss](http://www.youtube.com/watch?feature=player_embedded&v=G20OVpmTBss)

### **How to use LinkedIn**

[http://www.youtube.com/watch?feature=player\\_embedded&v=N6e\\_EAUQgic](http://www.youtube.com/watch?feature=player_embedded&v=N6e_EAUQgic)

### **How to us**

[http://www.youtube.com/watch?feature=player\\_embedded&v=8ti3SPHkEWwe](http://www.youtube.com/watch?feature=player_embedded&v=8ti3SPHkEWwe)  
Google+

### **How to use copywriting online**

[http://www.youtube.com/watch?feature=player\\_embedded&v=5f1hx\\_f2ONI](http://www.youtube.com/watch?feature=player_embedded&v=5f1hx_f2ONI)

### **How to stay legal on social media**

[http://www.youtube.com/watch?feature=player\\_embedded&v=eQxD-piHsdK](http://www.youtube.com/watch?feature=player_embedded&v=eQxD-piHsdK)

### **How to use monitoring and reporting**

[http://www.youtube.com/watch?feature=player\\_embedded&v=LbEq7jsG0jg](http://www.youtube.com/watch?feature=player_embedded&v=LbEq7jsG0jg)

### **How to blog**

[http://www.youtube.com/watch?feature=player\\_embedded&v=OqVjR7oI8Rs](http://www.youtube.com/watch?feature=player_embedded&v=OqVjR7oI8Rs)

University of  
**Salford**  
MANCHESTER

Salford  
Business  
School

Poradenství/Consultancy  
**Tis Praha s.r.o.**



Turun yliopisto  
University of Turku

**SPiN**  
INNOVATION BUSINESS SUPPORT

**URENIO**  
ΕΡΕΥΝΗΤΙΚΗ ΜΟΝΑΔΑ ΑΣΤΙΚΗΣ ΚΑΙ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΚΑΙΝΟΤΟΜΙΑΣ  
URBAN AND REGIONAL INNOVATION RESEARCH UNIT



TECHNOLOGY DEVELOPMENT  
AND INNOVATION - TDI LTD



UNIVERSITÄT  
KOBLENZ · LANDAU



## Artémat is social! – An Italian case study of using Social Media marketing to promote & expand a business.

Artémat ([www.artemat.it](http://www.artemat.it)) is a young company, which was incubated in Technest – Incubator University of Calabria, for two years. Artémat launched with the message “think different”, providing training in management and business creation through unconventional methods & tools – the Business Game!

Students, graduates and professionals practice their management skills, hone their decision-making and relationship capacity, develop a strategic vision, familiarize themselves with risk management & mitigation as well as focus on acquiring a systemic knowledge of the world of enterprise and how to build relationships that can be applied in real life scenarios.

In a short time, Artémat, gained considerable experience and became an industry expert in the “business gaming” event management field (for management enterprise projects), supporting young people at national level, thus ensuring that the company also strives to build better communication channels with a young and dynamic audience as well as business professionals.

Facebook, LinkedIn, Twitter, Youtube, represent, in that order, the channels most watched by fans of Artémat.

Artemat’s Facebook fan page has 3705 fans and 1,622 views from members of the network. The company also recorded most read article on its LinkedIn page (Artémat Srl), with 4,263 tweets, following 179 other entities and 143 followers on Twitter (@artemat). On Youtube it has 1568 views and the most popular video of the channel Artémat.

University of  
**Salford**  
MANCHESTER

Salford  
Business  
School

Poradenství/Consultancy

**Tis Praha s.r.o.**



Turun yliopisto  
University of Turku

**SPiN**  
INNOVATION BUSINESS SUPPORT

**URENIO**  
ΕΡΕΥΝΗΤΙΚΗ ΜΟΝΑΔΑ ΑΣΤΡΟΦΩΤΙΣΜΟΥ ΚΑΙ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΚΑΙΝΟΤΟΜΙΑΣ  
URBAN AND REGIONAL INNOVATION RESEARCH UNIT



TECHNOLOGY DEVELOPMENT  
AND INNOVATION - TDI LTD



UNIVERSITÄT  
KOBLENZ · LANDAU



The huge rise in social media usage means that businesses need to understand now more than ever, how to interact with fans, answer their questions, deal with negative comments and resolve disputes, how to adapt the right type of communication according to channel used, how to use the hash tag function on Twitter effectively in order to highlight keywords and ensure that users are able to find the business!

A business needs to stand out from the crowd and attract new fans: it may seem a trivial activity, but in reality it is a complex process and requires time and resources.

During the creation of a business game event, Artemat, like to ensure participants are actively involved: it will post photos in real time, as well as status updates and comments on the competition.

After the event, both within its business pages and across the website, Artemat immediately publishes an album with a description of the event along with any commentary. Artemat recognises how important it is to be constantly present, engaged and give more information to your community of potential clients and existing customers because it is critical to business success.

The company's customers continue to follow it on Facebook, beyond the project carried out together: they are always up to date on Artemat's new products and this consistent presence on social media often leads to new opportunities and ideas for collaborations or contacts that done does not expect.

For instance, after a Russian company that specialises in training, recently viewed Artemat's LinkedIn page, it decided to include Artemat's business

University of  
**Salford**  
MANCHESTER

**Salford**  
Business  
School

Poradenství/Consultancy  
**Tis Praha s.r.o.**



Turun yliopisto  
University of Turku

**SPiN**  
INNOVATION BUSINESS SUPPORT

**URENIO**  
ΕΡΕΥΝΗΤΙΚΗ ΜΟΝΑΔΑ ΑΣΤΙΚΗΣ ΚΑΙ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΚΑΙΝΟΤΟΜΙΑΣ  
URBAN AND REGIONAL INNOVATION RESEARCH UNIT



TECHNOLOGY DEVELOPMENT  
AND INNOVATION - TDI LTD



UNIVERSITÄT  
KOBLENZ · LANDAU

