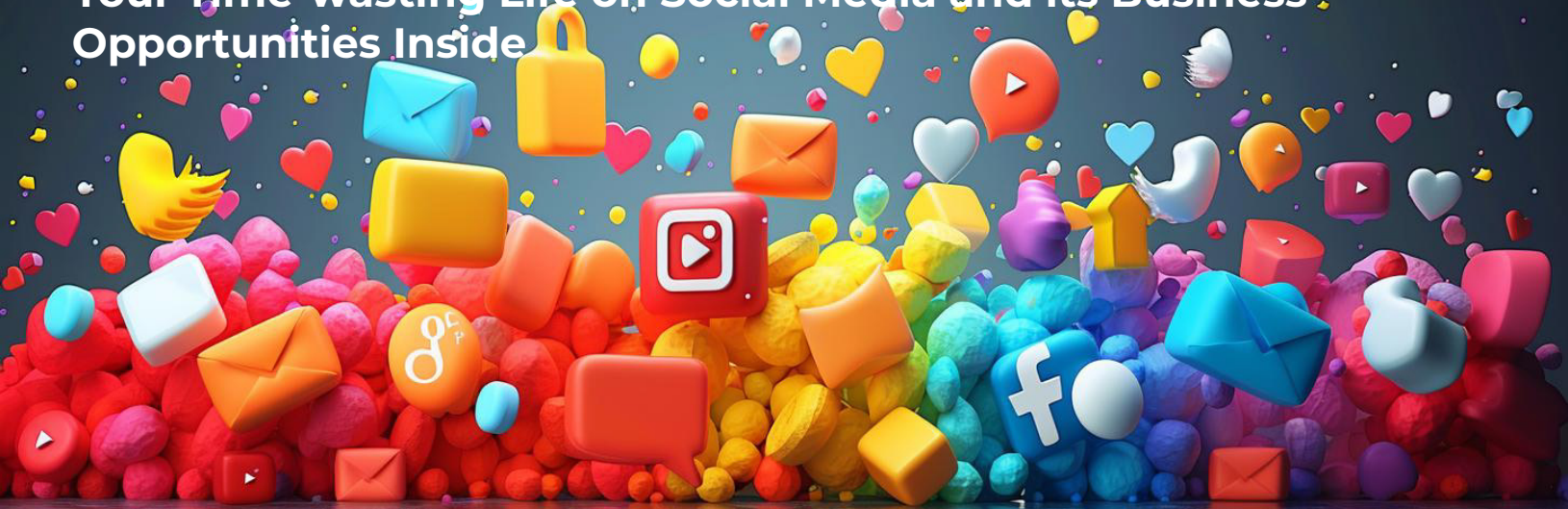


Your Time-wasting Life on Social Media and its Business Opportunities Inside



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The Erasmus+ "Your Time-Wasting Life on Social Media and its Business Opportunities Inside" (SM4B) project empowers young entrepreneurs to transform social media use into business success. Here's a glimpse into recent findings, initiatives, and upcoming events:

Survey Results

- Germany: Platforms like Instagram and TikTok excel for trend analysis and advertising, though audience engagement and financial hurdles persist.
- Poland: Aspiring entrepreneurs value digital marketing and adaptability. Business incubators help, but systemic education reform is needed.
- Türkiye: Startups benefit from LinkedIn and TikTok but face feasibility studies and funding challenges. Mentorship and digital literacy are critical.

Best Practices

- Influencer Marketing: Building partnerships to boost engagement and credibility.
- E-commerce: Shoppable posts and live commerce for sales growth.
- Cross-media Strategies: Integrating platforms for cohesive brand storytelling.

Training Framework

Modules now offered include:

- Social Media Management: Engaging communities and optimising analytics.
- E-commerce: Setting up social media stores and creating seamless shopping.
- Digital Responsibility: Ethical use of social media.

Upcoming Activities

-Pilot Testing in Ankara: On January 6, 2025, we'll be conducting a pilot test with 30 students to assess the new training framework. This hands-on session will provide valuable insights and refine our program before its wider implementation.

SM4B



Social Media

Instagram → /sm4bproject
X → /sm4bproject
YouTube → @sm4bproject
LinkedIn → /sm4bproject

Together, we're equipping young people with tools for entrepreneurial success. SM4B is proof of social media's power to drive innovation and growth!



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