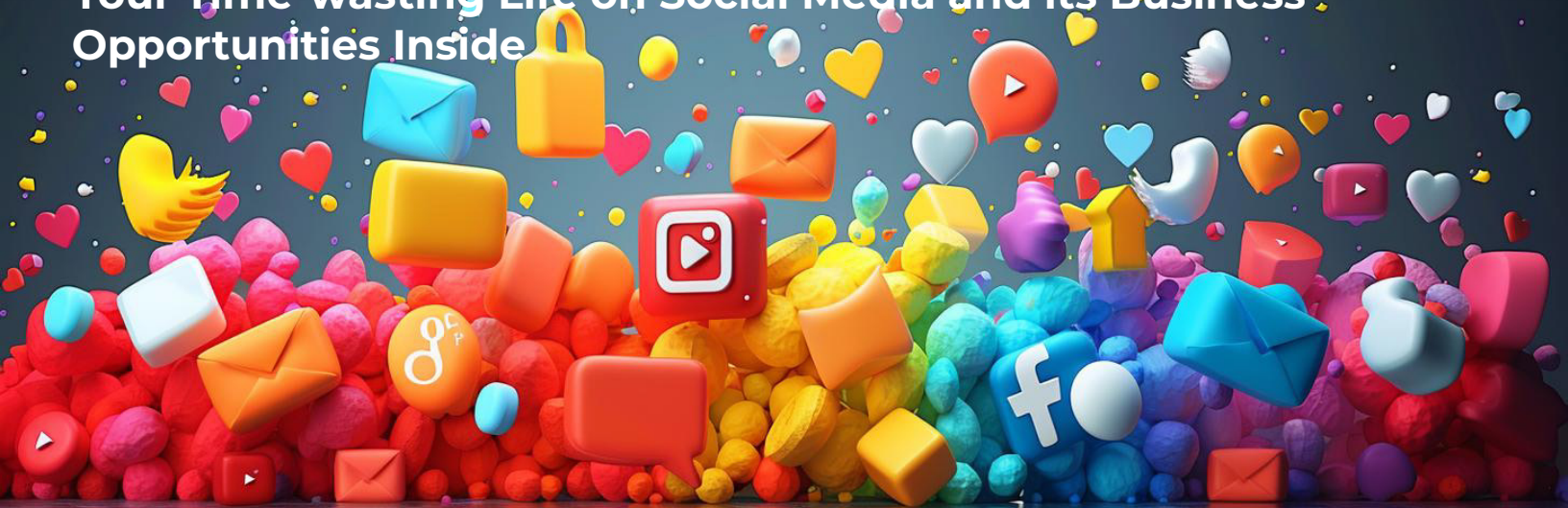


Your Time-wasting Life on Social Media and its Business Opportunities Inside



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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:

SM4B

Pilot Testing

On January 6-7, 2025, we conducted a pilot test with 30 students at Yenimahalle Science High School in Ankara to assess the effectiveness of our new training framework. Led by our partner MAT, this hands-on session provided valuable insights into the framework's strengths and areas for improvement, allowing us to refine the program before its broader implementation. To evaluate the impact, we also conducted participant surveys, which revealed a satisfaction rate of 74.34%, highlighting the framework's positive reception and potential for further development.



TPM-2 in Ankara

During our second Transnational Project Meeting (TPM) in Ankara, we conducted an Einstein workshop, brainstorming sessions, and a presentation, fostering collaboration and idea exchange. We also assessed our progress, identified any missing elements, and planned the next steps to ensure the project's successful implementation. To conclude the event, participants received certificates in recognition of their contributions.

Upcoming Activities

Local Training Activities: As part of the SM4B project, we will soon launch local training activities for youth workers, following our training framework and guidelines. These sessions will provide them with the skills and knowledge needed to support young entrepreneurs in building successful social media businesses, ensuring broader and more effective implementation of the program.

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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