

YES

YES NETWORK

Digital tools and how to keep the YES
Network alive

YES

WHAT IS YES PROJECT

- The Network is based on an informal agreement that has been set up in the context of the European initiative **Youth Entrepreneurship Strategies (YES)**, a project designed to promote idea of entrepreneurship education defined as the action of fostering the attitudes and skills of young people to self employment, by developing personal qualities - such as creativity, responsibility, risk-taking, problem-solving, team-working - and relevant business competencies on how to create and run an enterprise.

YES

who are in

- 1. [Östergötland County Administrative Board](#) (SWEDEN)
- 2. [Council of Education, Training and Employment of the Region of Murcia](#) (SPAIN)
- 3. [Pori Regional Development Agency POSEK Ltd](#) (FINLAND)
- 4. [Assembly of European Regions \(AER\)](#)
- 5. [South-East Regional Authority](#) (IRELAND)
- 6. [Zilina self-governing Region](#) (SLOVAKIA)
- 7. [Junior Achievement](#) (ESTONIA)
- 8. [Marshal's Office of Opolskie Region](#) (POLAND)

YES

NETWORK OBJECTIVES

- Establishing a platforms for **exchange of information**, experiences and good practices related to the entrepreneurship education.
- Developing issues related to important competencies of educators, caregivers and other entrepreneurship education professionals, elements for assuring quality of services, including **assessment and impact evaluation** - policy, strategic, institutional, financing, implementation frameworks... -
- Supporting the members to **increase their project capability** to get European funding and to develop a strategy at regional/ national or international level.

YES

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background with a white border.

STRATEGY

- Currently, **Facebook is the most used Social Media**, not only for entertainment and friendship, but also for enterprises and organizations which look for connecting with key stakeholders, companies with same goals and people who want to keep updated about their activities.
- We propose to create a **Facebook page** (not profile) in which we can be in touch with main STAKEHOLDERS on a nacional and international level. This is a perfect tool to reach not only companies, but also students/teachers/parents, getting their feedbacks and encouraging them to know more about **entrepreneurship issues**.

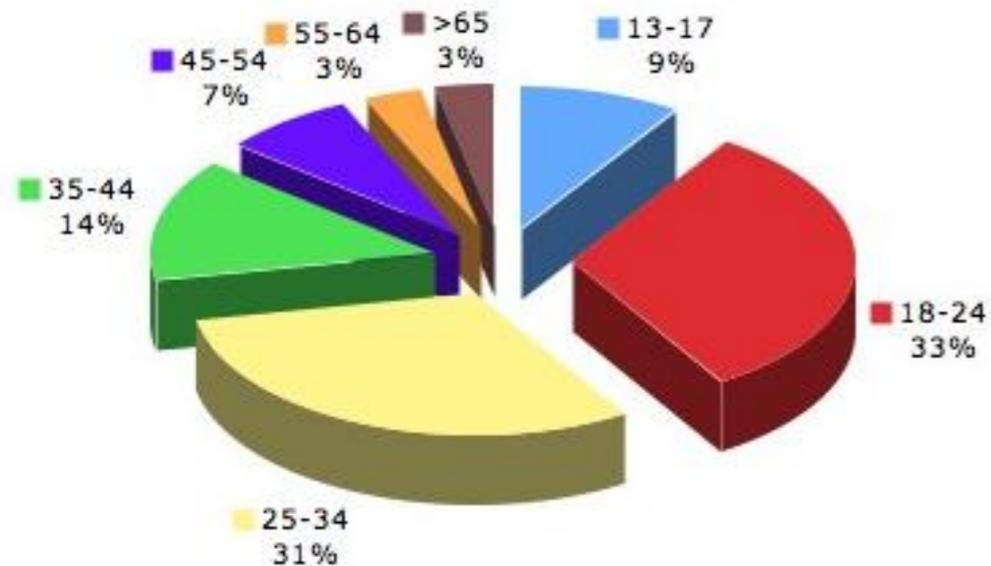
YES



facebook

STRATEGY

Demographics



We reach every targets:

- Young students (school and universities).
From 13 to 24 years old: **42%** total users.

- Late students and young workers (real or potential entrepreneurs).
From 25 to 34 years old: **31%** total users.

- Stakeholders and experienced workers.
From 35 to 54 years old: **21%** total users.

YES

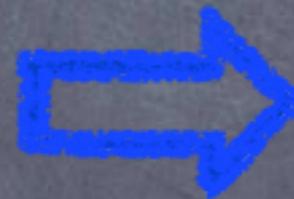
facebook

STRATEGY

GLOBAL CONNECTION



They like us



They like us...



...and we like them



We are all connected

YES



STRATEGY

- Another way to liaise with our stakeholders is to create a **LinkedIn** account, getting in contact very easily with different associations and experienced professional in youth and entrepreneurship issues.
- We have to be **active**, paying attention to possible events are daily updated, being in contact with another related companies and communicating them ours.
- LinkedIn is the perfect tool to reach **specific professional people and organizations**, where moreover we can publish our activities as a non-profit organization.

YES

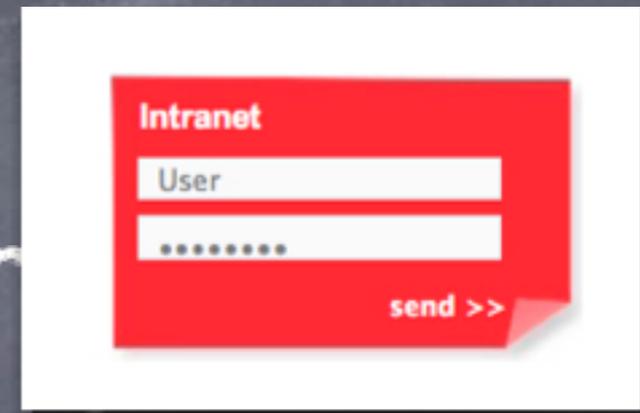
STRATEGY



- In our existing website (www.young-entrepreneurs.eu), we will upload **as many contents as we can** regarding YES issues (seminars, conferences, meetings, special events and so on) as we are already doing, but in that case, after getting into Facebook and LinkedIn, we will have more visits through these Social Media tools.
- On the other hand, we have just created a new section in order to **put in common** all the information regarding YES (original formats of leaflets, magazines to be printed or changed when is necessary, SWOT`s, Good Practices Guide, etc.)

YES

STRATEGY



- Although we have an **Intranet** available in our Website, we propose the creation of new one where we can upload private contents to every partner of the project, as well as everyone who get into the YES Network in some way.
- All the people who can access to the Intranet will have the username and password given by the main administrator (to be decided).
- On the other hand, we will create a Dropbox account for YES, so everyone will be able to **share their content** and get documents for the YES account, making it easier and faster, since no feedback is provided.

YES



STRATEGY

- Lastly, we will **manage a Blog** where we do not want to talk only about us, but also we will update it with news, content and articles about interesting topics related to young entrepreneurship.
- We are wondering how many updatings per month we should take, and no less than 6 but no more than 10 are perfect **to be active** with no risk of getting without content to keep the blog alive.
- Regarding the topics, we should create an index with **categories**, where we will tag every new content.

YES

CONNECTION



- To sum up, is very important to say that all the tools mentioned before **need to be connected** with each other. It means that we have to include access to Facebook, LinkedIn and Blog in our Website, as well as in Facebook we have to include our Website and link to the blog and our LinkedIn profile.
- These actions will increase the visits to our sites and webpages, making easier to be known by our stakeholders, and giving a unified impression of our identity, objectives and way of **fostering the entrepreneurship among youth!**