

**WORKSHEET 3*****Social Media***

You are involved in a social project in which people with disabilities found a café, which you are to build and run. The sponsor is a social institution. It should be a normal but as normal a café as possible with normal offers and for a normal target group.

1. plan a name and a picture idea.
2. create a communication strategy, especially with a focus on social media.
3. create a concept for a Facebook page (about 80% of all social media activities are related to Facebook - declining trend <https://gs.statcounter.com/social-media-stats/all/europe> as well as for a Twitter account. Please note the European Data Protection Regulation
4. Write a post for Twitter and for Facebook about the opening of the café.
5. compare your results with the social media activities of Inclusion Europe  
<https://www.facebook.com/inclusion europe>  
<https://twitter.com/InclusionEurope>  
<https://www.linkedin.com/company/inclusion-europe>  
[https://www.youtube.com/channel/UCbMENufeAkmK\\_jrDmMWV-xA](https://www.youtube.com/channel/UCbMENufeAkmK_jrDmMWV-xA)
6. How do you rate the performance of Inclusion Europe?
7. compare the four social media sites. What are the strengths of the respective offerings?

Note: In particular, please observe the European Data Protection Regulation (<https://www.coe.int/en/web/data-protection/home?>) for all activities in the social media sector.