



# IMPACT OF SOCIAL MEDIA ON THE DISSEMINATION OF ERASMUS+



REPORT OF THE FIRST STAGE OF THE TRAINING  
COURSE  
11TH OF NOVEMBER - 17TH OF NOVEMBER 2019,  
BAKURIANI, GEORGIA



ICPI  
International Center for Peace  
and Integration





Impact of social media on the dissemination of Erasmus+ is a two-stage Erasmus+ project that aims to support NGOs with innovative ways of managing social media for project dissemination. The first stage took place in Bakuriani, Georgia from 11th-17th of November.

The training course is a collaboration between NGO Genesis from Czech Republic and International Center for Peace and Integration (ICPI) from Georgia. Partner organisations are ScambiEuropei from Italy, Liga Dobrovolnogo Truda Molodezhi from Belarus, United Societies Of Balkans Astiki Etaireia from Greece, Tudás Alapítvány from Hungary, Associacio Globers from Spain, LIDOSK from Turkey, Associação Spin from Portugal and GO Ahead from Romania.



During the first stage there was a network created of organizations and people who work with/would like to learn more about the impact and use of social media on the dissemination of Erasmus+ and their organizations. The project consisted of all the necessary tools which will help participants to be more creative and use the opportunities of social media at any stage of project development. Participants from 10 different countries (Czech Republic, Italy, Belarus, Hungary, Greece, Romania, Portugal, Spain, Turkey and Georgia) were selected.



The main trainer was Zura Balanchivadze. He is a Georgian influencer and blogger, social media manager and TV journalist for TV Imedi. He conducted workshops and implemented activities on project management in social media, the use of Facebook live, social media strategies and analyses, movie making etc.

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Sophie Datishvili works as a journalist for Radio Liberty (<https://www.radiotavisupleba.ge>) and creates content for their social media. She shared her experience and tips about civil journalism, Instagram stories and suggested tools to implement directly in dissemination of NGOs campaigns and media.

Our first guest speaker Mariam Elkanashvili from State Inspector Service Georgia came to talk about personal data protection and the regulations around this. (<https://personaldata.ge/en>)

As a best practice of social media we invited Natalie Taylor from CENN who works on the successful USAID WMTR II Program that aims to support the competent central and local government authorities, local businesses, communities, and municipalities in designing and introducing an integrated waste management system for three regions in Georgia. They use online social media campaigns and influencers to disseminate their actions and campaigns. (<http://www.cenn.org>, <https://www.facebook.com/WMTRProgram/>)

Guest speaker Salome Zurabishvili informed the participants about social corporate responsibilities and Giorgi Tushurashvili explained more about influence marketing. (<http://influencer.ge>) Khatia Gogokhia joined us to speak about social media marketing.

To implement the gained knowledge and tools and for the dissemination of this project we created a Facebook-page, blog and Instagram-page. The group was divided in Harry Potter-themed teams and every day another team was responsible for creating the content and managing the social media. This strategy seemed to be quite successful as in one week we managed to reach almost 6000 people online.

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During cultural nights we got to know each other and each others' cultures better. We had a very interesting night activity screening the movie 'Brexit' and a free day to explore the beautiful surroundings of Borjomi.

After a full week of likes and shares, we're now preparing ourselves for the second stage which will take place in Czech Republic from 16-21 February 2020.

For more information and media, subscribe to our channels on Facebook and Instagram:

<https://www.facebook.com/impactofsocialmediaerasmus>  
<https://www.instagram.com/impactofsocialmedia.erasmus/>

Meet you there!