

D3.1 Intermediate business plan and business model

D3.1 Annex 3 - Social Media KIT

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SOCIAL MEDIA KIT

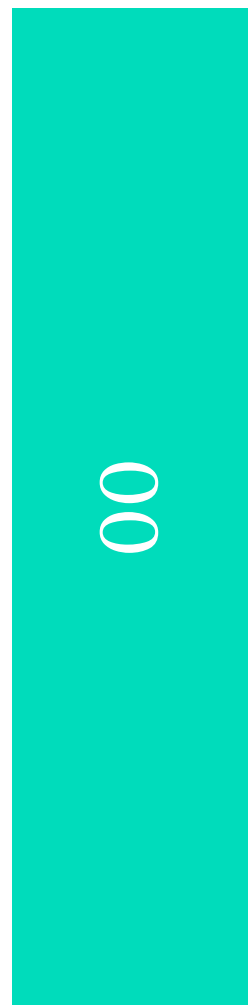


Table of Contents

Target Market 02

Social Networks 03

Competitors` Socials 04

SOCIAL MEDIA PLAN

Target Market

WHO?



COMPANIES

- Small to Medium Businesses
- Industrial Companies
- Smart Manufacturing Industry
- Located in Europe
- Requires the help of someone with experience



Increase team productivity



Improve collaboration



Fast time-to-market



MENTORS

- over the age of 55
- Industrial/Smart Manufacturing background
- Located in Europe
- Wishes to be active and help to younger generations



Remain active and be engaged



Help build the future

SOLUTION

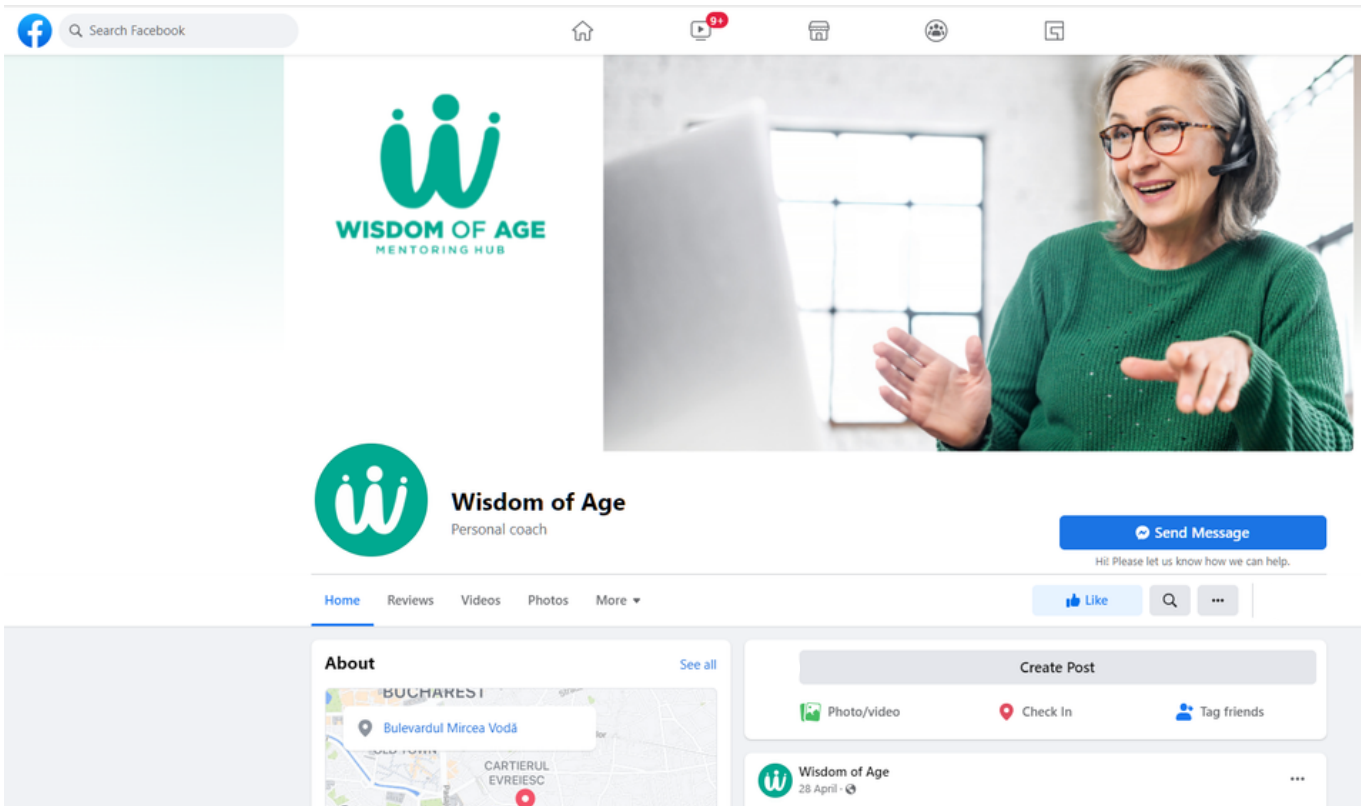
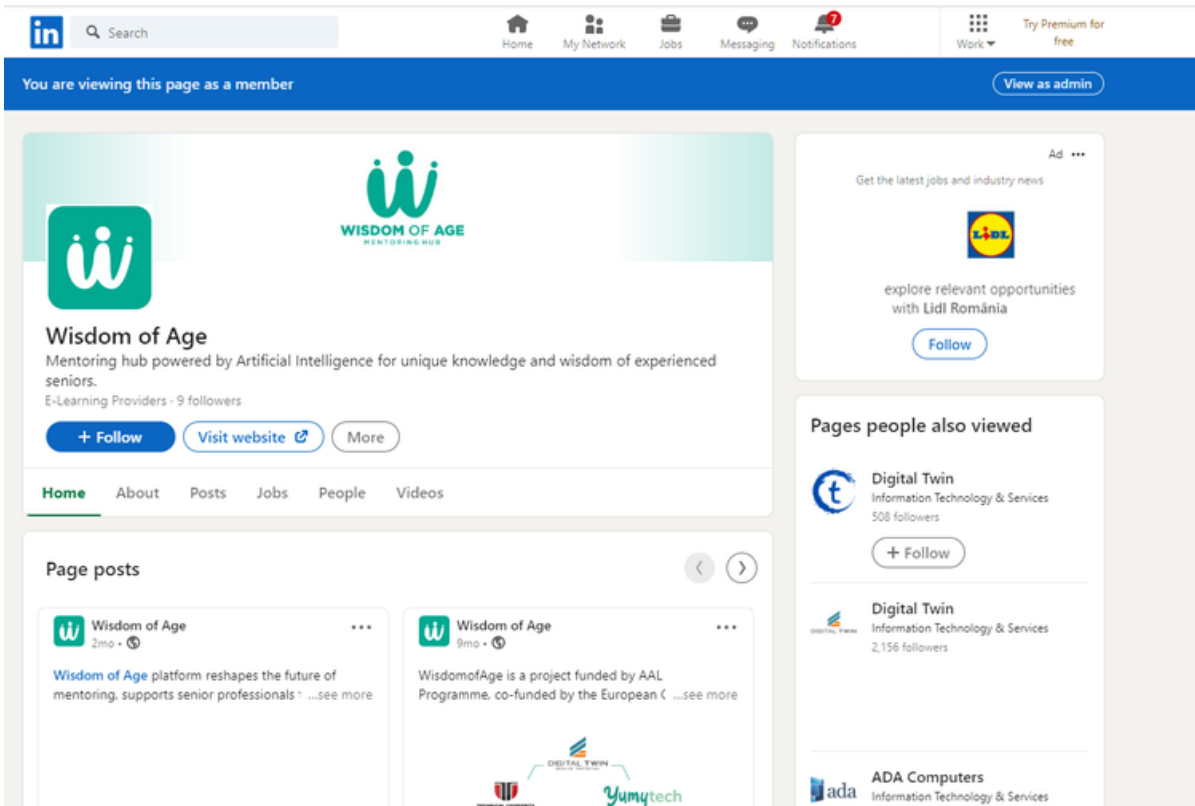
Our **platform** reshapes the future of **mentoring**, supports senior professionals to **remain active** and **age well** in a digital world while **democratizing access to knowledge** for companies.

- ✓ AI matchmaking
- ✓ Freedom to choose mentor
- ✓ Cost & Time efficient
- ✓ Quick Launch
- ✓ Flash mentoring
- ✓ Designed for senior mentors

SOCIAL MEDIA PLAN

Social Networks

| Social Media Channel | Frequency of post | Reach | Media |
|----------------------|-------------------|-------|---------------------------------|
| Facebook | 3 per week | 1,000 | Text, Images, Videos, Blog Post |
| LinkedIn | 3 per week | 5,000 | Text, Images, Videos, Blog Post |



SOCIAL MEDIA PLAN

Competitors' Socials

| Top Profiles | MentorLoop | Insala | MentorCliQ |
|---------------|--------------|-------------|--------------|
| Facebook | 4 posts/week | 1 post/week | 2 posts/week |
| Followers FB | 504 | 747 | 693 |
| LinkedIn | 4 posts/week | 1 post/week | 1 post/week |
| Followers LIn | 5.5k | 3.3k | 5.5k |