



CIPE- COACHING INTERPAIRS FOR EMPLOYMEN
N°: **2019-1-ES01-KA202-064294**

PERSONAL FORM

Form to fill in before recording the video "real case scenario" with the requested information. This information must be reported in the video and will also be used for training in Croatia during which the case of one of the two persons will be analysed.

Name of the person	Capră Emanuel-Răzvan
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Title of the Video	
Thematic area (please select one option)	<p><input type="checkbox"/> Creating or improving a good Social Digital identity for the e-enterprise.</p> <p>What would you like to be created for your business? (Choose at least 4 options)</p> <p><input type="checkbox"/> Web site X</p> <p><input type="checkbox"/> E- commerce site</p> <p><input type="checkbox"/> Facebook page and Instagram Page X</p> <p><input type="checkbox"/> Twitter page X</p> <p><input type="checkbox"/> Linkedin profile X</p> <p><input type="checkbox"/> Pinterest</p> <p><input type="checkbox"/> YouTube</p> <p><input type="checkbox"/> Web Ticket system</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> Creating or improving a Strategy for monitoring and maintaining the Social Digital Identity</p> <p>(They will use tools such as google alerts, google analytics, TweetReach, facebook analytics, youtube analytics, HowSociable, tweetdeck, hootsuite, Google AdWords, etc.)</p>
City and address	<p><i>Targu Mures, str. Cugir, nr. 9, ap. 14, jud. Mures</i></p>
Vision	<p><i>Depending on your age and the goals you have, it is good to choose certain platforms whereto create and then develop your digital identity. The platforms evolve, the audience grows, and people are forced too adapt, to choose the best methods to achieve their goals.</i></p>



<p>Why do you intend to participate in the project?</p>	<p><i>I want to challenge young people to use social networks in order to achieve their goals, not just to socialize and waste time using them.</i></p>
<p>Please, describe when, why and how you start creating your digital identity</p>	<p><i>While I was still in high school I started using applications that were popular at the time. The ask.fm application was one of them. I found that people love exaggeration and humour so I took advantage of that and started providing it to them. Later I took a humour page from Facebook and started to gather thousands of likes for the funny jokes / images I created / post. Then, everything started to grow like a snowball, reaching dozens of pages that filled the Romanian internet. Over time I discovered that even through humour, you can make money, so for a while I followed this path. People came to know what I was doing, liked it and even helped me get jobs in addition to my online business that I developed as a passion.</i></p>
<p>Describe your Digital Identity (if have): what and how you use social media</p>	<p><i>What do you use? Please write URL pages</i></p> <p><input type="checkbox"/> Web site: _____</p> <p><input type="checkbox"/> E- commerce site: _____</p> <p><input type="checkbox"/> Facebook page: www.facebook.com/caprapaditu/ _____</p> <p><input type="checkbox"/> Instagram Page: www.instagram.com/caprapaditu/ _____</p> <p><input type="checkbox"/> Twitter page: www.twitter.com/caprapaditu/ _____</p> <p><input type="checkbox"/> Linkedin profile: www.linkedin.com/in/caprapaditu/ _____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>_____</p> <p><i>How do you use them?</i></p> <p><i>I gave up using Facebook for objective reasons (Facebook has some text-checking AI robots and is doing the wrong thing by blocking certain users), but I use my account to post on the pages of the communities I'm involved in order to spread the messages I want.</i></p> <p><i>I use Twitter a lot, but not being quite popular in Romania, I turned to the Instagram share of my texts / jokes, a place less regulated by those on Facebook (at least at the moment).</i></p>



	<p><i>Another platform I like to use is LinkedIn, a platform that has brought me 5 to 10 job opportunities worldwide every week since I started using it and posting things relevant to the public there.</i></p>
<p>Is there any weakness of your social media usage that you would like to point out? Which ones?</p>	<p><i>The weakness is to give too much power to the public. Namely, to post what the public wants. It is true that it comes with short-term benefits, but over time you lose your identity and after a while the public gets bored of people that think the way they think and want different people who think differently.</i></p>
<p>Is there any aspect of your social media usage that you would like to improve? Which ones?</p>	<p><i>Time spent on social media. Meaning reducing the time spent on social media. In order to be able to offer content for these social networks, you need to get out of their bubble and enter the real world, to explore, to meet / hear situations, after that to return and put fresh "food" on the "table" of the social networks.</i></p>