

Greetings



M. Sonsoles Jiménez González
Alberto Brochado

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The magic of social media

<https://www.youtube.com/watch?v=TYn-pbZsTtA&t=3s>

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


Good Practice





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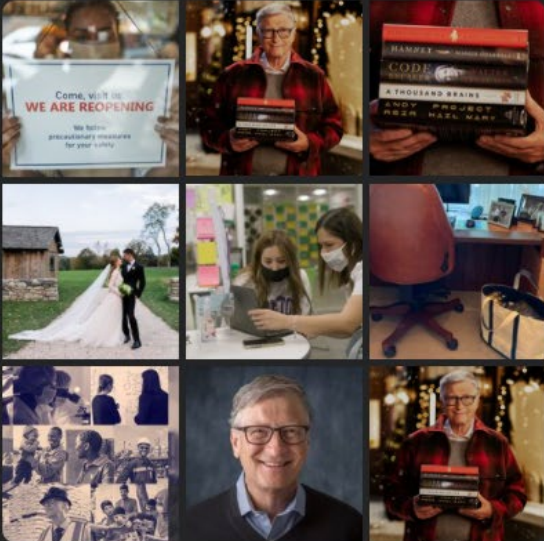

Bill Gates


 Me gusta
  Compartir
 

 Bill Gates limitó quién puede comentar esta publicación.

 gatesnot.es/2021-in-Review


Fotos [Ver todas las fotos](#)




Bill Gates

9 de diciembre a las 19:41 ·

There are thousands of examples of heroic work being done in Africa during this pandemic. Here are three stories of organizations and individuals who are working to save lives and bring hope to their communities.



GATESNOTES.COM

Meet the heroes in Africa fighting back against this pandemic—and working to prevent the next one

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 **Bill Gates** 
3,887 Tweets



Bill Gates 
@BillGates


Sharing things I'm learning through my foundation work and other interests.


 Seattle, WA  gatesnot.es/Pandemic-Preve...  Joined June 2009

409 Following 58.8M Followers







Not followed by anyone you're following

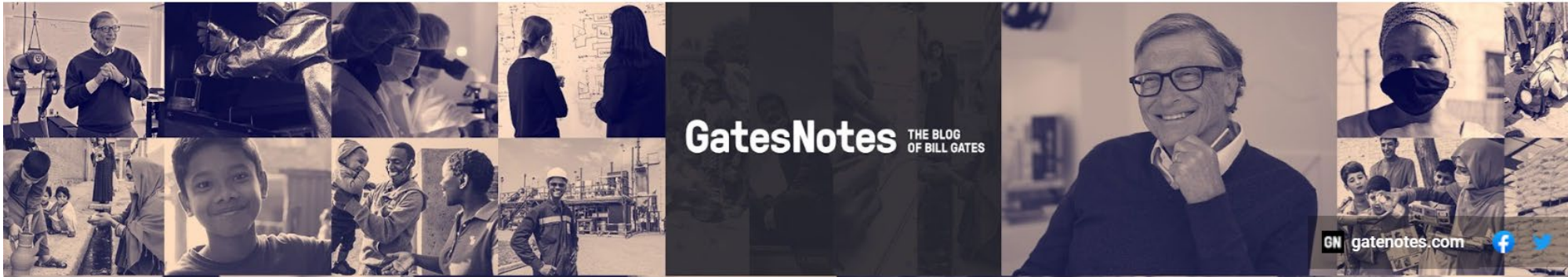
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Bill Gates ✓

2,88 M de suscriptores

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How to Prevent the Next Pandemic



How to Prevent the Next Pandemic

3.007.064 visualizaciones • hace 12 días

The goal of no more pandemics ever is ambitious, but the progress we've made over the last two years—including the huge leaps forward we've made with vaccines and the knowledge we've gained about respiratory illnesses—has already set us on a path to success. If we make the right choices and



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Bad Practice



Dan Bilzerian ✓

14 mill. seguidores • 13 seguidos

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Dan Bilzerian 
4,951 Tweets






Dan Bilzerian
@DanBilzerian

Caution: This profile may include potentially sensitive content



You're seeing this warning because they Tweet potentially sensitive images or language. Do you still want to view it?

Yes, view profile

 Search Twitter

**Seth Rogen** 
@Sethrogen

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**Conor McGregor** 
@TheNotoriousMMA


Follow

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What's happening

World news · LIVE

Thousands attend memorial for Al Jazeera journalist Shireen Abu Akleh



Trending in Spain

Cova de Iría

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Digital assets & cryptocurrency · Trending

Bitcoin

485K Tweets

...

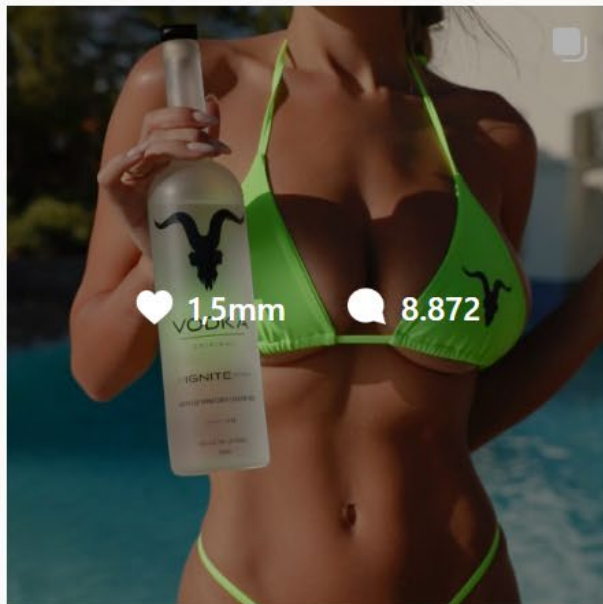
War in Ukraine · LIVE





Instagram

Busca



p/B8JDmcNHply/

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Companies using social media for recruitment



LinkedIn 74%

Facebook 46%

Twitter 23%

Google + 15%

Foros 12%

Blogs 10%

Xing 8%

Instagram 3%

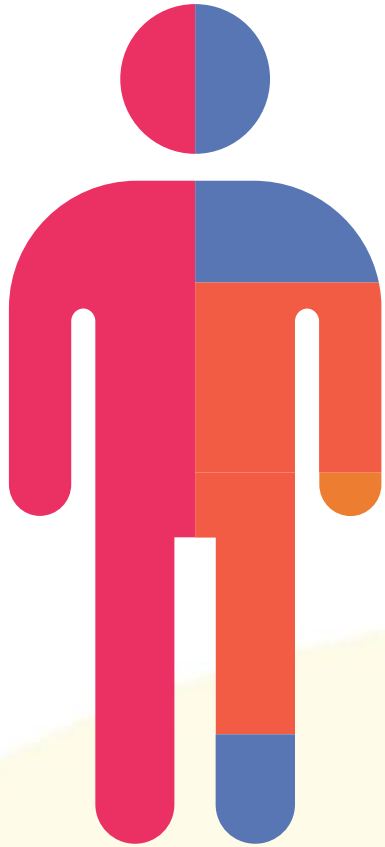
Tuenti 2%

Pinterest 1%

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Define an action plan



Define your personal objectives
Define your goals in social media
Create a detailed image:

Name, age, training, previous works,
habits, interests, challenges,...

Your image should be: Unique,
concise, clear and credible



Build your digital reputation



Simplicity is the ultimate in sophistication.

**Easy
and
simple**

**Less is
more**

**Do not
reinvent
the wheel**

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Choose your Social Media



To communicate with your friends and family, general publications of your transversal competences, increase your followers.



To promote your CV, search for jobs, follow CEO's and experts, professional publications in your field.



Share quality images that can increase your credibility and followers.



To communicate with family and friends as well as professionals, to promote transversal and professional competences.



To publish professional and personal videos and add value to your content.



Publish content that allows you to increase your professional and personal followers.



Content



ENTERTAIN

Games/Puzzles
Online events
Photos & Videos
Comics
Animations
Parodys
Illustrations
Memes



INSPIRE

Stories of famous people
Inspirational photos
Topical interviews



CONVINCE

Demonstrations
Case studies
Product Comparisons
Testimonials
Competitions
Awards



INFORM

Breaking news
New products
Chronologies
Predictions
Awards
Essays
Infographics



SUPPORT

Live chats
Widgets
Videos
Video tutorials
Forums
Guides
Interactive examples



EDUCATE

Product reviews
Infographics
Webinars
Postcats
Expert reports
Articles
E-books

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Thank you for your attention

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