



Co-funded by the
Erasmus+ Programme
of the European Union

Social Media = Social Capital

Building Social Inclusion & Inclusion for Female Migrants through Social Media



SMS

Social Media Sisterhood

KEYWORDS: SOCIAL MEDIA, SOCIAL CAPITAL, SOCIAL INCLUSION FOR FEMALE
MIGRANTS, DIGITAL SKILLS

SMS

Social Media Sisterhood

Women migrants and refugees fare the worst when it comes to integrating into new host communities and expanding the necessary social networks in order to gain employment or access to support services. There is therefore a need to find innovative ways to support female migrants/refugees to build Social Capital and networks. SMS aims to do this through tapping into the benefits of Social Media and how having access and skills for these tools can open up new networks and possibilities for social integration. The project will provide female migrants with top-quality social media training to succeed in implementing social media strategies for personal development and cultural/social integration, which could lead to further integration into the host community through developing employability skills/gaining networks to open up new opportunities for the women.

Target Group

Migrants/refugee women who identify themselves as feeling socially isolated/not integrated into the new host community. Participants will be engaged directly with SMS via focus groups, interviews, attending training programmes, learning Hub and multiplier events.

Activities

RESEARCH REPORT on migrant women's training needs in social media and reviewing training requirements & gaps.

Multiplier Event: *How Can Social Media Skills Training Support Integration of Female Migrants into their Host Country?* will be used to promote the project idea and the research results. Will be also an extra networking opportunity, providing chances for target groups and stakeholders to meet and build contacts in their local areas.

TRAINING PROGRAMME based on the innovative methodology and tailored to the target group's needs as identified in the Research Reports. 120 women will be recruited in 4 partner countries across the pilot trainings.

ONLINE LEARNING HUB, which will provide access to learning materials as well as a platform where women trained as 'Social Media Migrant Sisters' through the SMS project can support other women in social media skills development (Moodle platform).

Final Multiplier Events in each partner country will be used to showcase success stories from the project.

Find out more: <https://smswomen.eu/>

SMS Facebook Page: <https://www.facebook.com/smswomen/>

'We don't have a choice on whether we do social media, the question is how well we do it', (Socialnomics, 2012).

SMS MAIN

AIM is to promote social inclusion by building female migrants' social capital and social networks which leads to greater integration and inclusion in host communities and increase their future employability and entrepreneurship prospects.

PARTNERS:

IKF Malmö (Sweden)

INOVA (United Kingdom)

AIDLEARN (Portugal)

WiTEC (Sweden)

STePS (Italy)