Training to the Web Training with the Web

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Abstract

"SQcuola di Blog" is a new teaching model which aims to build bridges between a new breed of professionals emerging on the web (but often far from the training and business opportunities) and the Business World.

Web and Social Media are changing the communication paradigm which is clearly affecting Corporations at all levels: dialogues replacing monologues, storytelling and narrative approach replacing traditional marketing techniques, new opportunities as much as critical variables emerge which need to be dealt with swiftly and promptly according to new engagement rules. The economic downturn is also pushing Corporation to experiment new communication models capable to optimize results at a lower cost. Web and Social Media therefore are emerging as viable answers in such sense, however often companies do not have internal personnel fully skilled and educated to these new tools and rules.

The economic downturn is raising unemployment and changing the scope of recruitment on many levels (e.g. LinkedIn). Furthermore it is reducing opportunities for traditional job class such as marketing, G&A, HR mounting the urge for many of these professionals to revamp their skills towards more appealing competences: Social Media tops the list.

A year or two ago the 'Social Media Manager' didn't exist. The whole category of Social Media jobs is still so new that is very difficult (and expensive!) study or learn how to do it anywhere.

There are thousands of people who are looking for professional training, certificates, projects and challenges available as much as one can deny that there are thousands of businesses around the world looking to hire people to work on Social Media tasks.

"SQcuola di Blog" is a recognizable and visible HUB creating and fuelling a participative and loyal community through education and value. We select "classroom" of passionate, skilled and competent individuals, we work with them for months cultivating and enhancing their talent using the Techniques of the Web 2.0 (LMS and webinars) and the Methodologies of the Learning 2.0: Mentoring the first.

Whether it is true that most of these jobs don't require any prior experience and the only skills you need are a good knowledge of how to use Facebook, we all know that real companies are looking for skilled new professionals capable of doing much more than that.

That is why at "SQcuola di Blog" the 500 hours of training are through an e-learning platform, with more 24 two-hours live webinars, WIKI collaboration portals and class interaction through Social Networks, with the flanking of Senior Experts as Mentors.

The end game is to provide our Blogger with all the key competences required by corporation, both from a technical and a creative point of view. Each Blogger might have a specific field, however being part of a networked community of professionals studying and working in "crowdsourcing", using social approach, teaching each other's through sharing, collaborating and keeping up with a fast evolving world (wiki-style).