



Erasmus + : Exchange of Good Practices on Talent Management in VET

## Exchange of Good Practices on Talent Management in VET

### Collection of Good Practices

Partner: OpenEurope



### Spain - Good Practice 3

#### Aim of the project:

To contribute to change the above mindset, draw attention to the importance of talent recognition and management in VET, collect and systemize good practices, demonstrate and teach new approaches and practices in the field to teachers, trainers, mentors and leaders.

#### Aim of the collection of good practices:

To share the different good practices to improve the detection of good practices in VET education.



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Dual VET promotional campaigns on social networks	
Level	Regional (Galicia)
Country	Spain
Institutions involved	The General Sub-directorate of Vocational Training
Description	Development of promotional campaigns of the Dual VET through Twitter, Facebook and Instagram with the double objective of making this training modality known to the general population, and to inform about enrollment deadlines, etc. The information channeled through social networks stands out for the immediacy and speeds in the broadcasting of the message producing an expansive and synergic effect with other channels (word of mouth, etc.) so that the information can reach non-regular users. It complements the information and counseling service offered from the Regional Ministry of Education.
Main Results	Facebook: 5.316.584 comments. 7.806 followers and 7.514 likes. Twitter: 93.300 comments. 1.386 followers. VET Web: 4.182.322 views and 405.853 subscribers (July 2020).
Date/duration	2016 -
Link	<a href="https://www.todofp.es/dam/jcr:c0d38131-02d7-4c97-bc46-a13e5aa46741/buenas-practicas-en-formacion-profesional-dual-en-espa-a-nov2021.pdf">https://www.todofp.es/dam/jcr:c0d38131-02d7-4c97-bc46-a13e5aa46741/buenas-practicas-en-formacion-profesional-dual-en-espa-a-nov2021.pdf</a>