

Social Media and the Education Sector

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3 keys to unlock a prosperous future

1/ Think « reputation » before « communication »

a) The reputation issue

b) The existing beliefs

c) The perception gap

2/ Technology is not the key element

a) The emotional power

b) Don't Copy Paste

3/ Success Is Not One Man Show

- a) Work with a team
- b) Search for influencers
- c) Coordinate with reporters

Thank you

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