Target Groups

CET (Israel)
CET's target groups are K12 teachers and students.

Koolibri (Estonia)
Our social media is targeted mostly on teachers and kindergarten teachers.

Kreativni Centar (Serbia)
Speaking about textbook publishing, our main target groups are:

- Teachers in kindergartens (covering children from 3 to 6 years) and teachers in elementary schools (covering pupils from 7 to 15 years old) – we address them via Facebook and Twitter.
- Parents – we address them via Facebook mostly.
- Students in elementary schools in Serbia (from 7 to 15 years old) – we address them via Instagram mostly

Natur och Kultur (Sweden)
Our main target group it is definitely teachers but we do of course also have some social media activities aimed at the other target groups that you listed e.g. homework help on FB for students or podcasts for school leaders.

Learnetic (Poland)
Our main target groups in the domestic market are teachers, school principals, municipalities and counties as they are decision makers. On international markets, we mainly address our offering to publishers, ministries of education and digital disruptors - in this case, we use sometimes media like LinkedIn or other reputable eLearning portals for sponsored campaigns.

Otava (Finland)
I work mostly with teachers but would also be interested in involving more students to our products in social media.

Teachers, but also stakeholders interested in and related to educational material (principals, funders, politicians)

Prosveta (Bulgaria): The most effective social media platform in Bulgaria is Facebook. Our campaigns primarily target teachers and parents, but we have also found they can be popular with students as well, depending on the content. Over the past year we launched several successful games on our Facebook page engaging equal parts students, teachers, parents and members of the general public.

Ranok (Ukraine)
teachers, parents
Systime (Denmark)
Our target group is mainly *teachers and heads of schools at upper secondary level*, as we believe they are the decision-makers when it comes to teaching materials. However, we also want to reach the *authorities*, as they have a say in e.g. the decision of whether to go digital or not and hereby grant the money for a digital strategy, or iPads for schools, etc. The latter, however, will be indirectly, as we will not be addressing them directly – but be aiming at creating a sensation online, which they won’t be able to ignore. Last but not least, we would like to reach the *students*, as we believe they can be an important factor – supply and demand – when it comes to how they want to be taught. E.g. one could argue, that students choose one specific high school because of their digital strategy, and consequently this would push other schools to reconsider their teaching methods?

Parents? In Denmark, the tendency of parents getting more and more involved in their children’s home work is increasing. So maybe, we should consider the parents as targets?

Rokus-Klett (Slovenia)
We usually cater to our main target audience – the teachers, but would now also like to focus on our secondary market – parents. The teachers represent an average person in education, but we are more focused on the primary and lower secondary schools. The majority of these teachers are not vastly experienced in social networks, but do tend to use *Facebook, Gmail* and in some rare cases are comfortable with using *Google Documents*. The other target group – parents, vary widely. From inexperienced to hugely experienced. But overall are more use to using social media than teachers.

Sviesa (Lithuania)
Teachers (all grades, all subject), school students and their parents in Lithuania. We do use social media – Facebook and starting LinkedIn.

Vicens Vivens (Spain)
Our target group is mainly teachers and educational community in general: parents, students an people interested in education from k to 12th grade.