Expectations

CET (Israel)
We are interested to learn about the power of social media as a vehicle for learning content (not marketing content) and what are the success methods for marketing this type of content. However, the boundary between marketing and content is very thin. Most of our marketing activity is based on promoting content with the understanding that customers who love and use the content will continue to do so in the future.

Koolibri (Estonia)
We would like to hear about successful campaigns as well as how to encourage teachers to write the comments and share their good experiences about our products.

Kreativni Centar (Serbia)
Our publishing house is not focused only on textbooks, we also have a wide range of other books for children, teenagers, parents and professionals who are working with children. So, the question is: shall we use the same channels of communication in the social media for both types of books, or shall we develop different strategies and different channels?
We would like to hear some other experiences about this issue. In many countries, mostly in the eastern part of Europe, private textbook publishers are very often the subjects of negative campaigns in the public, very often pictured as „greedy and only interested in profit on textbook market“.
So, the question is: how can we use social media to deal with that attitude and turn it into a positive attitude with more respect for our hard work?

Learnetic (Poland)
It would be great to know how other publishers well established on their markets use social media and other marketing campaigns to stimulate and increase their sales.

Natur och Kultur (Sweden)
It would be great if the focus can be on
- External speakers
- Inspiration: What’s on the horizon? How do we remain relevant to our target group? Tips and tricks?
- Social media strategy: How can we work smarter? How do we set up a good measurement system/KPI for our channels etc?
**Otava (Finland)**
It would be nice to hear how we could and should contact also students online. I would also like to hear how to measure the value of publicity gained in social media. Also, it would be really interesting to hear how publishers have organized the work around social media: who is responsible for the postings, comments, questions in own pages and also in pages that are being updated by someone else but need some feedback from us (for example in Twitter).
- Learn good practice from other publishers, get tips and hints on how to be more appealing.

**Prosveta (Bulgaria)**
We expect to exchange social media know-how with fellow publishers across Europe, identify the strategies and campaigns that have proven effective, and learn how to implement them according to the specific market and target group.
Also, it would be very helpful to find out which platforms, apart from Facebook, our colleagues use and how. We would like to find out about new and interesting ways to engage high-school students and parents on social media, as well as how to expand our pool of Facebook followers. We are also interested in exchanging ideas on launching successful marketing campaigns on YouTube and Instagram.

**Ranok (Ukraine)**
Would like to learn more about marketing in social media and new ideas in promotion. Also, informal communication during the meeting and exchange of ideas.

**Rokus Klett (Slovenia)**
We are currently not using social media to the extent we would need to, so in this meeting we would love to get some insights on how other publishers are tackling these problems.
What kind of a profile is working with Facebook? Is it an editor, a marketing person, is it somebody dedicated especially for Social media? How to connect with teachers via Facebook, what stories do they love, how to generically engage them. How to use Facebook as a promotional media, how to leverage Facebook for new products launch, how to use it to involve teachers in early production process, etc. All of these, without using ads.
**Sviesa (Lithuania)**

We have lots of discussions in the company whether we are using social media right or are there more opportunities to discover.

A few of the questions:

- Teachers are an older audience in Lithuania (average age – 50 years), but they are discovering *Facebook* too. What is the best way to address this audience in social media?
- In *Facebook* we have two very difference target groups – parents and teachers. How to address both group - is it better to have different profiles and different content for each of these groups, or is it better to have one profile, but mixed content?
- What form of behaviour is better to use in Facebook – public profile or public/closed group?
- How to reach children in social media (as the youngest ones are usually not allowed to use social profiles), or is it better to stay within grown-ups (teachers and parents)?
- How company employees and authors should react and participate in discussions in *Facebook*, especially when people are criticising the textbook or workbook?
- We are also looking for good ideas and trends 😊

**Systime (Denmark)**

We hope to be inspired by the other publishing houses; to get new ideas, tricks, strategies, dos and don'ts, etc.

**Vicens Vives (Spain)**

We expect to learn about how educational publishers handle their social media in their countries. What kind of problems they face, what kind of policies they applied.