



European civic attitude through social entrepreneurship

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Seminar:

Use of ICT in the realization and promotion of business ideas in Social Entrepreneurs



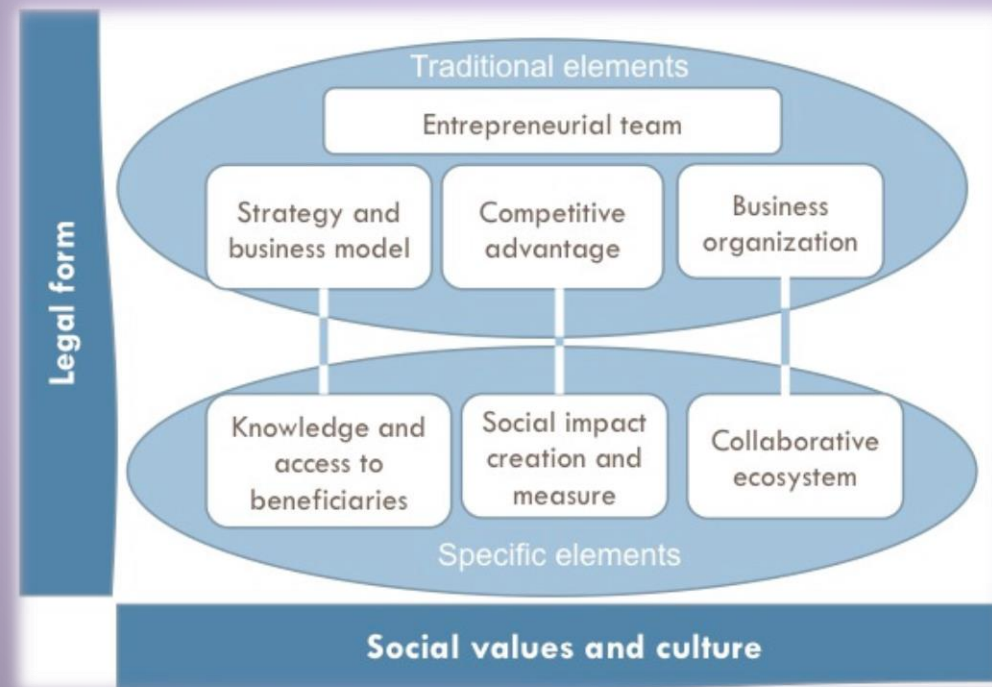
Information Technology and Communications (or ITC) is defined as “the application of computers and internet to store, retrieve, transmit, and manipulate data or information



ICT includes all digital technology that assists individuals, businesses and organizations in using information.

It covers all electronic products that deal with information in a digital form.

Information and Communication Technologies (ICT) have a great potential for empowering and strengthening social-oriented organizations



Potential and Benefits of ICT for Social Entrepreneurs

ICTs are important tools for improving market, coordination and overall efficiency.

Also, they encourage access to funds, partners and access to new markets.



THE THREE PILLARS OF USING ITC IN SOCIAL ENTREPREUNERSHIP

1.COMMUNICATION

2.ADMINISTRATIVE EFFICIENCY

3.FEEDBACK AND CUSTOMER SUPPORT



COMMUNICATION



Today, no business can survive without a powerful online presence, and social entrepreneurs know this to be true. They are using social media for a variety of purposes such as raising awareness or empowering their audience to change and participate in their efforts to make a difference. Social media is a low-cost tool that enables people to communicate with a large audience. Social entrepreneurs share meaningful stories and report on their activity, dispersing through networks and varied channels. Many have adopted blogs, which are great to talk about values and updates.

Social entrepreneurs also take advantage of social media to raise funds (crowdfunding) and rally others to their cause.

Most used apps for communication in business

- **G Suite** : G Suite is a collection of enterprise-based products—like Gmail, Drive, Docs, Sheets, and so on. Its features include shared calendars, optional unlimited cloud storage, advanced admin controls
- **Slack**: Slack has quickly become one of the most popular project management and collaboration tools, especially for companies with remote workers. This cloud-based team communication app actually originated as an internal communication tool. It features chat rooms organized by topic, private groups, and direct messaging. All platforms
- **HipChat**: HipChat is another popular team communication app, accessible from web or mobile anywhere in the world. It is designed to integrate with Google Drive, Facebook, Dropbox, and other popular software, it's a versatile and affordable option that's a great choice for small businesses.

**Not specifically designed for business but commonly used other applications for communication or advertising are: Whatsapp, Instagram, Skype, WeChat, Facebook Messenger, Viber, Telegram*

ADMINISTRATIVE EFFICIENCY

To improve company productivity ERM (enterprise resource management) for better planning, execution, and coordination of organizational goals are often employed. Enterprise resource planning (ERP) is a business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.

Most used apps for administrative efficiency

- **Evernote:** It's a note-taking app designed to collect and organize text, pictures, videos, and audio recordings. These notes are then backed up to the cloud. This allows the user access to their notes from any platform.
- **Hootsuite:** Hootsuite is a social media management platform that covers almost every aspect of a social media manager's role. It allows users to schedule and post updates to any page or profile for Facebook, Twitter, LinkedIn, Instagram, WordPress, and other platforms from one place.
- **Netsuite ERP, SAP ERP, Sage ERP :** Their main use is: Accounting, Inventory & Warehouse Management, Purchasing, Reporting & Analytics Functionality, Managing Human Resources and Payroll.

FEEDBACK AND CUSTOMER SUPPORT

Feedback is important for individuals and organisations to improve their performance because it is information about whether goals are achieved and how to achieve these goals or to adjust offerings.

Customer Support is a vital element of business operations that can impact your credibility and affect how your company is viewed in the public eye.

Both features can be implemented by the use of internet-based tools like live chats, surveys, dedicated websites, email addresses, online forms, etc

Most used apps for feedback and customer support

- **SurveyMonkey:** SurveyMonkey is an online survey tools for making expert surveys easily thus empowering business professionals to make informed decisions. Its in-depth functionality helps to accomplish complex actions by using filters to create custom reports and professional graphs.
- **Zendesk:** help desk software platform, used to create meaningful and productive relationships with your customers. It measures, analyzes and improves customer satisfaction.
- **Freshdesk:** Freshdesk is a cloud-based customer service software that enables businesses of all sizes to deliver reliable customer support
- **LiveAgent:** LiveAgent is an online live chat platform that offers live chat application, ticket management, online self-service portals

Thanks for your attention

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