**Project Proposal**

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| Project type | Applied (Прикладной) |
| Project name | Management of Student International Mobility Office Accounts in Social Media |
| Subdivision - project initiator | Student International Mobility Office |
| Project head | Gremiakina Tatiana Andreevna |
| Project co-heads at HSE University | Sadykova Sofia Rashitovna |
| Key project idea / description of the problem under consideration | To inform students about mobility programmes using social networks. We would like mobility programme participants to share their feedback on their experience.  Project results will contribute to the promotion of student mobility programmes among HSE students and students from partner universities. |
| Goal and objectives of the project | Increase interest among students in offline and online international mobility programmes |
| Project task | Increase HSE and partner universities students’ awareness of HSE mobility programmes and increase the number of programme participants.   * A content plan for the SIMO social networks: Instagram (main focus), VKontakte, Facebook and Telegram accounts for the duration of the project * Created and published posts and live streams as scheduled in the content plan |
| Starting date of project | 17.02.2022 |
| Final date of project | 12.06.2022 |
| Workload (hours per week) per participant | 5 hours per week |
| Anticipated number of participants (vacancies) on project team | 3 |
| Description of tasks, number of credits assigned, and qualification criteria for project participants | Tasks:   * As a team, create a content plan for the duration of the project by an agreed deadline. The Instagram plan should include 5-7 content items per week (posts, live streams or stories days with mobility participants, etc.) Content plans for other social network accounts should include 2-3 items per week. * Create and publish photo and video content according to the content plan.   Credits: 3 ECTS  Qualification criteria:   * High level of English (В2+ level) * Some experience of content creation for social networks * Proactive attitude * Creativity * Interest in or experience of participation in student mobility programmes |
| Total credits for the project in general | 9 (3 ECTS per participant) |
| Selection procedure and criteria: | An interview:  A successful candidate should demonstrate a proactive approach, the ability to work in a team, the ability to receive constructive feedback, the ability to present their ideas and a point of view in a structured way and openness to ideas of other team members. |
| Students submits a CV (resume) | Yes |
| Students submit a motivation letter | No |
| Final assessment format | Exam |
| Format of results subject to assessment | A report on the accomplished work + materials indicated in the Project task |
| Anticipated educational outcomes of the project | * Experience of creating photo and video content * Develop SMM skills * English language practice * Experience of working in a team * Improve soft skills and time management skills |
| Assessment criteria | * quality of created materials * meeting deadlines |
| Retakes in case of unsatisfactory grades | No |
| Recommended educational programmes | Any |
| Special aspects of the project implementation | Online |