

Collaborative Economy without Barriers

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Guidelines

How to instruct the learners in writing a profile in collaborative economy platforms and how to manage it



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Explain to the learners the importance of social media and online platforms showing the opportunities offered by this instruments in the field of collaborative economy. Talk about the importance of the **networking** as a supportive system of sharing information and services among individuals and groups having a common interest.

Tips to facilitate the learning

1 - Organize an adequate number of volunteers to support the users in the process of registration in the collaborative economy platforms, focus on the users features to establish how much help they need.

2 - Evaluate the persons that will be able to manage autonomously the platforms, you will guide them in the creation of a personal profile to be used by themselves. For other users to use online platforms autonomously may not be indicated (because too dangerous or too difficult) so it will be better to guide them in the creation of a profile to be used only with the supervision of educators/volunteers.

3 - Evaluate the users' skills in the use of computer and internet. Divide the users in smaller groups if they need a different learning approach. Probably somebody does not know the bases of the use of computer (how to turn on/of computers, how to use the mouse, how to use internet) therefore they should learn this simple steps before to move forward. Other users that already know that should have a different programm to avoid that they get bored. Another option is to involve the users that already have some knowledge in the use of computer to teach and to help the others in their learning path.

4 - Remember to use simple words and explain the meaning of unknown and specific words. Maybe the users do not know the computer language, not assume that they will understand words as browser, account, url...

5 - Organize different learning sessions, close to each other (so it will be easier to internalize the learning) and make them no longer then 2 hours. Plan to have one or more break based on the attention of users.

How to structure the learning

- Divide the process in small steps easy to follow.
 - The use of pictograms can facilitate the learning process.
 - Show all the steps using a projector, make sure everyone is understanding you and that no one is left behind.
 - If the users do not have an email address, give them all the instructions to create one.
 - **Introduce the collaborative economy platform** that you are going to use. Generally explain what the platform is for and how it works. It is better to show the interface of the platform, not only talking about it.
 - **Prepare a presentation to explain what kind of information are appropriate for an online profile in collaborative economy platform** (Keep personal information limited, unknown people do not have to handle private information as home address, personal relationship status, documents... They need to know about the expertise and professional background, and how to get in touch), instruct the learners about how should be a proper photo profile (never use photos with other people or photos of other people, pictures in which documents appear, picture with inappropriate clothing...).
 - **Start to write the profile in the platform.** Volunteers and educators should individually support the users in this process, advising them on how best to create a professional profile.
 - In some cases it will be necessary that educators/volunteers take responsibility for the safety questions and phone number requested.
 - Write down usernames and passwords in order to not get locked out of the accounts.
 - **How to manage the platform.** Show all the available instruments in the platform, start from the most used and then the ones for more specific actions.
- Do not give too much information at once, explain a concept per time and dedicate the necessary time to practical exercises that will allow the learners to memorize. Explain how to publish content to obtain good results, in case of selling/exchange of products explain how to advertise them with a proper description and good pictures.
- **Practicing.** To practise, with the support of educators, is the most important phase to learn how to use the platform. The educators should guide the learners in the practical use of the platform focusing on the individual goals of each person, the activity in the platform will be different from person to person: one person may be interested on selling handcrafts an otherone on gardening so the educators should give a **specific support** based on the individual needs.
- Another relevant aspect is related to the **communication** with the other platform users, how to approach people, always respond politely and with clear messages, real-time responses etc.
- The phase of practicing will also allow the educators to discover which are the main difficulties encountered by the users and to solve them explaining to whole group how to do.

Monitoring

It is recommended that for a period the users will use the online platforms only with the supervision of educators and volunteers, to properly learn how to use them, how to solve problems and in general to avoid any danger.

When the users will become more familiar with the platform, if they show a responsible attitude and appropriate behaviours towards the other clients, they will be ready for an autonomous use of it.

Be sure that if the users that are going to use autonomously the platform will encounter any problem or doubts they know where to turn, specify one or more people to contact in case of need.

Periodically verify, even if the users do not ask for help or advice, if everything is going well, organize a time for group or individual conversation (better individual if you notice something), ask to tell you about their opinion on the platform, ask questions like: is the platform useful? Do you like to use it? Did you meet polite people? Did you experience any problem? A friendly talk will help the users to open up with you and in case of need you will find together the better solution.

The Educators may periodically propose to the users an evaluation sheet to monitor their satisfaction concerning the use of the platform and the achievement of their goals, to evaluate their knowledge in the management of their profile and eventual topics or procedures that they would like to learn to achieve more effectively their objectives, to know what difficulties they have encountered.

From the results of the monitoring, thanks to group/individual talking or evaluation sheets, the educators can intervene in the support of the users on the basis of their needs.

Misunderstanding due to the communication may be one of the main causes of conflict that can occur using online platforms, this subject is treated in the Guidelines "How to structure learning sessions about communication".

To prepare the learners in the possible risks that can occur with the use of online platforms see also the Guidelines "Risks about the use of online platforms - How to support the users to prevent dangers."

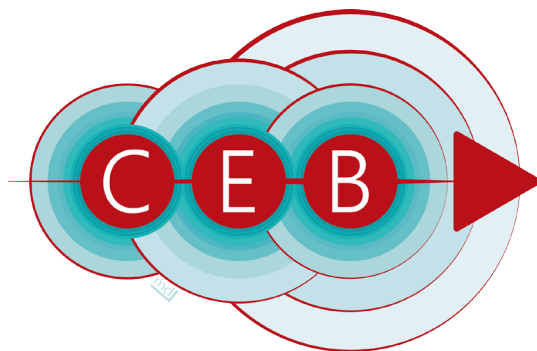
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All the guidelines realized during the Project Collaborative Economy without Barriers – CEB and informations about the project and its activities are published in the following web-site: <https://partnershipceb.blogspot.com>

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Sitography

<https://www.dictionary.com/browse/networking>



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