

Newsletter 4

Project "Social learning in rural areas" - Acronym "SLERA"

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The partners

Libera Intelligentiarr Narrando Europam - Italy
(project coordinator)

**Lingua Consulting Spolka z Ograniczona
Odpowiedzialnoscia - Poland**

**Camera di Commercio Industria Artigianato e
Agricoltura della Basilicata - Italy**

Erasmus ME Academy gGmbH - Germany

OBJECTIVES

SLERA continues its mission to empower small retailers with digital sales strategies through social media usage. The focus remains on driving digital transformation in vocational training, fostering resilience, and equipping rural businesses with essential digital skills to combat isolation and promote inclusivity.

ACTIVITIES: ACTIVITIES: PLATFORM PROGRESS

The project has successfully reached full completion of the core training modules designed for small and micro-businesses:

1. Module 1: Promote and Sell on Social Media - 100% Complete
2. Module 2: Introduction to Social Selling - 100% Complete
3. Module 3: Creating a Social Editorial Plan - 100% Complete
4. Module 4: Digital Interaction and Response to Feedback - 100% Complete
5. Module 5: A Complete Guide to Local SEO - 100% Complete

RESULTS

- **Practical Training:** Expert social selling skills mastered via our platform.
- **Local SEO:** Strategies implemented to dominate neighborhood search results.
- **Digital Growth:** Comprehensive editorial and engagement frameworks established.