

Newsletter 3

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

NEWSLETTER N. 3 - 10/06/2026



CAMERA DI COMMERCIO
DELLA BASILICATA



Save the Date: Upcoming Events

Dissemination event: A live session to showcase the platform's impact. Participants will have the chance to become beta-testers and provide valuable feedback

July 2026: Final meeting in **Potenza**, hosted by the **Basilicata Chamber of Commerce**, to establish the SLERA model as a European standard for digital transformation

Empowering Rural Business Through Knowledge

Our commitment to the future: driven by collaboration and knowledge, we remain dedicated to our mission of providing rural businesses with the resources needed to seamlessly integrate digital tools into their daily operations

Stay Connected! Don't miss out on our previous updates on our website and follow us on [Facebook](#)
👉 [\[Read More Here\]](#).

The SLERA Journey So Far

SLERA continues its mission to bridge the digital divide. Coordinated by **LINA E Association** in collaboration with the **Basilicata Chamber of Commerce**, **Erasmus Me Academy gGmbH** and **Lingua Consulting Sp. z o.o.**, our goal is to provide local small businesses with the tools they need to thrive in a digital-first world

By focusing on social media training and digital strategy, we are not just teaching skills - we are building social and economic resilience for communities facing demographic and economic challenges

Big News: Our training Modules Are Live!

We are thrilled to announce that our comprehensive training path is now complete. Based on extensive focus group research and the real-world needs of local businesses, we have developed five specialized mini-courses designed for immediate impact:

- Module 1:** Promoting your business on Social Media.
- Module 2:** Introduction to Social Selling
- Module 3:** Creating a Social Media Editorial Plan
- Module 4:** Digital Interaction & Feedback Management
- Module 5:** Local SEO - Growing your business locally

These courses were validated during our 3rd Transnational Project Meeting in Bonn on March 30th, hosted by Erasmus Me Academy

Start Learning Today on the SLERA Platform

The SLERA e-learning platform is more than just a website; it is an operational and cultural guide for any business looking to establish a solid online presence.

What will you find inside?

- Self-paced learning for maximum flexibility
- Practical exercises and operational tools
- Success stories to inspire your journey
- Assessment tests to track your progress

🌐 Available in English, Italian, and German

👉 [Access the Platform Here](#)