



# **Kreiranje naloga Cisco instituta na socijalnim mrežama:**

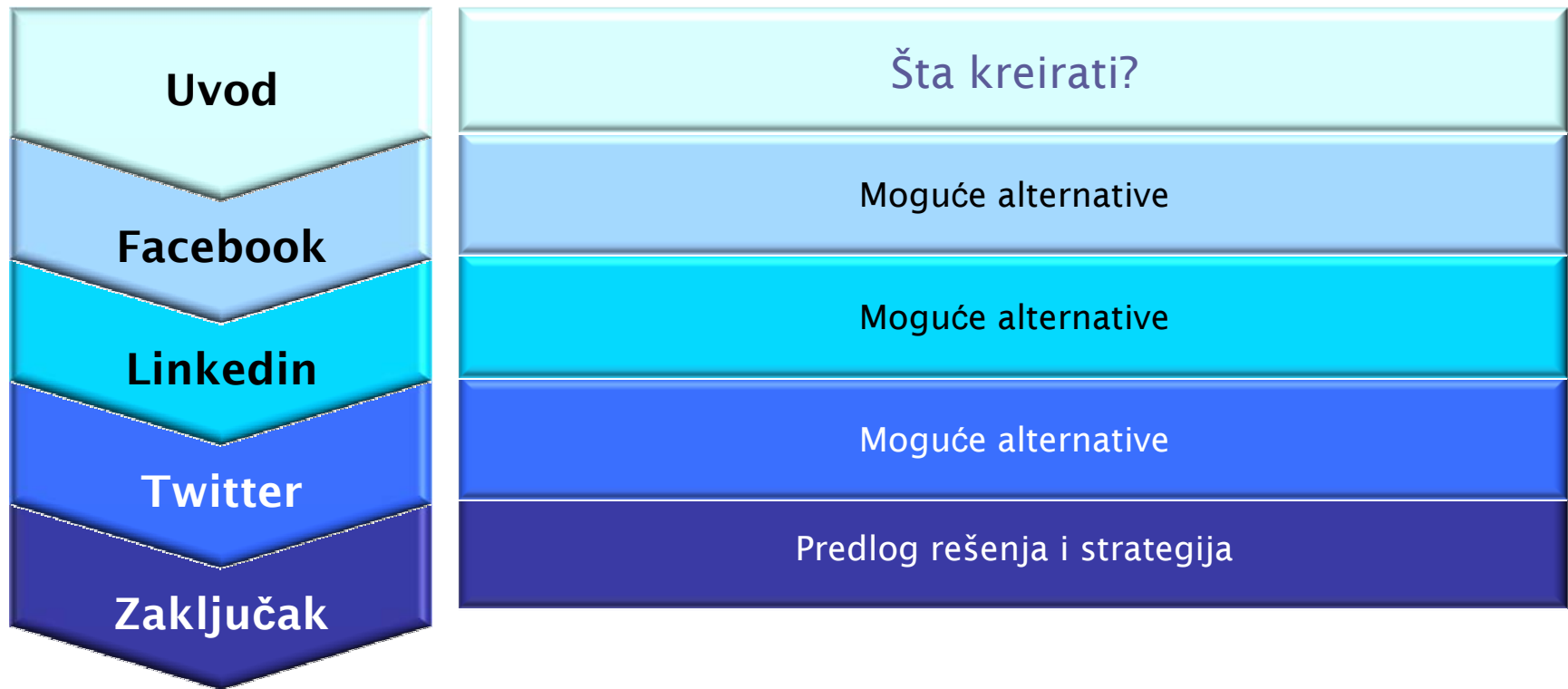
**Facebook, LinkedIn, Twitter**

Nikolić Dragana

Jovanović Marija

Radivojević Dragan

# Kreiranje naloga Cisco instituta na socijalnim mrežama



# Šta kreirati?

- Kako se predstaviti?
- Glavni ciljevi
  - Ciljna grupa
  - Biti “in”
  - Pratiti trendove

STUDENTSKI RAD

# Facebook

## ■ Moguće alternative:

- Profil
- Grupa
- Fanpage



**PUB LAZINO TELE** Večeras, prvi put u novoj sezoni: LOCO! 10 hours ago

Wall Info Photos Boxes Events Notes

Write something... [Share](#)

[Filters](#)

**PUB LAZINO TELE** Večeras, prvi put u novoj sezoni: LOCO! 10 hours ago · Comment · Like · Report

15 people like this.

[View all 12 comments](#)

**Marija Dikić** Konacno!!!! Jedva cekam! Uhu! 3 hours ago · Report

**Vedrana Djurovic** Vaga, vaga, pa prevagne na pogresnu stranu, a Miljana! :)))) 3 hours ago · Report

Write a comment...

**Sinisa Kuzmanovic** bila je odlicna svirka sinoc :) September 16 at 2:34pm · Comment · Like · Report

3 people like this.

**Marina Pekić** jedan je koprivica a jedan banjac :) MORA biti VRH♥ September 16 at 2:35pm · Report

**Sanja Naumov** bejah u ekstazi...doziveh vrhunsko zadovoljstvo jedva cekam sledecu dozu :D September 16 at 5:10pm · Report

Write a comment...

**PUB LAZINO TELE** Večeras: Tanja Jovičević i prijatelji!!! Vidimo se... September 15 at 8:10am · Comment · Like

13 people like this.

[View all 5 comments](#)

**Nikolina Laslo** Ne bi trebalo da se placa ulaz, verovatno oko 00:00 počinje... Ne znam tačno. September 15 at 8:29pm · Report

**Information**

Affiliation:  
**Pub Lazino Tele**

Location:  
Laze Teleckog 16, Novi Sad, Srbija

Phone:  
0216612265

Birthday:  
December 31, 2006

**Fans**

6 of 10,712 fans [See All](#)

**Andor** Luhovic

**Marko** Škerović

**Jovana** Subotic

**Aleksandra** Gak

**Dragan** Blažić

**Ana Nadj**

**Photos**

2 of 26 albums [See All](#)

**CHEAP TIME,**


# Profil

- Ulazne informacije
- Status
- Pojavljivanje na home page-u
- Pozicioniranje na pretraživaču


**Andor Luhovic** ... tužno je posmatrati ljude koji ni u sopstvenom zivotu ne igraju glavnu ulogu! bez ideje, bez vizija, bez smelosti, prepusteni drugima da ih vode misleci da ce im lagodan zivot doneti radost a sada se guse u ocaju i zelji da zive da okuse radost zivota bar jednom!

September 14 at 8:51pm · [Comment](#) · [Like](#)


 Aleksandar Djordjevic and 10 others like this.

 **Aida Skakic** Pre nego što uradite nešto morate postati neko


Gete  
September 14 at 9:21pm

 **Aleksandra Pavlovic** kako mislite postati neko...ako iza sebe nemate traga rada,truda,smelosti....

September 14 at 9:32pm

 **Ezgeta Bojan** treba pokusavati,makar umrli pokusavaju!!!

September 14 at 9:38pm

 **Ivana Basic-Palkovic** Jedini neuspeh je kada prestanes da pokusavas!

September 15 at 1:44pm

 **Ezgeta Bojan** j... upravo tako ivan... :)

September 15 at 7:56pm

 **Ana Zotović** sta reci... :)

September 19 at 7:37pm

Write a comment...

Wall

Info

Photos

Boxes



What's on your mind?

Attach:



Share

 Options

# Grupa

- Opšte informacije
- Novosti
- Event
- Diskusija
- Pojavljivanje na home page-u
- Pregled iz ugla administratora

## Discussion Board

Displaying 3 of 10 discussion topics

[Start New Topic](#) | [See All](#)

### Preuzimanje indeksa

1 post by 1 person. Updated on August 4, 2009 at 4:29pm

### Predaja dokumenata

1 post by 1 person. Updated on July 30, 2009 at 5:43am

### Termin polaganja prijemnog ispita 2009./2010.

40 posts by 17 people. Updated on June 29, 2009 at 1:20am

## The Wall

Displaying 5 of 1,003 wall posts.

[See All](#)

Write something...

[Post](#)



### Basic Info

Место:

Zelena patrola

Глобално

### Основне информације

Име: Zelena patrola

Категорија: Студентске групе - Опште

Опис: Zelena patrola je osnovana kao mobilna grupa studenata ekologije i zaštite životne sredine, za preventivno i brzo ekološko reagovanje, i angažovana je na animiranju javnosti i podizanju ekološke svesti stanovništva, kao i na mapiranju ekoloških problema. Cilj "Zelene patrola" je da okupi mlade stručnjake - studente na zaštiti životne sredine, umetnike, volontere i ekološke entuzijaste da blagovremeno i efikasno deluju u slučaju zagađenja u životnoj sredini.

### Контакт информације

Е-пошта: [zelenapatrola@gmail.com](mailto:zelenapatrola@gmail.com)

Веб сајт: <http://zelenapatrola.blogspot.com>

## Чланови

Приказано 8 од укупно 58 чланова.

[Прикажи све](#)



Andrea Majoros



Nada Čukalovic



Milan Novoselac



Anastasia Beaverhausen



Andor Luhovic



Sonja Josimov



Marko Rokvic



Mina Cirić

## Дискусије

Приказано 2 тема за дискусију

[Започни нову тему](#) | [Погледај све](#)

[Наша административна и помоћна одељаци](#)



[Погледај дискусије](#)

[Пошаљи поруку свим члановима](#)

[Рекламирај групу](#)

[Измени групу](#)

[Измени чланове](#)

[Позови људе да се придруже](#)

[Направи сродан догађај](#)

# Fanpage

- Status
- Diskusije
- Dodavanje omiljenih strana
- Pojavljivanje na home page-u
- Pozicioniranje na pretraživaču

The screenshot shows a Facebook fanpage interface. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Dragana Nikolic', 'Settings', and 'Logout'. The main content area features a post by '[ Sve se dešava sa razlogom ]' with a status update and a photo of a person painting a red heart on a wall. Below the post are tabs for 'Wall', 'Info', 'Photos', 'Discussions', and 'Reviews', with 'Discussions' and 'Reviews' highlighted by a red box. A text input field for comments is visible, along with an 'Attach' button and a 'Share' button. The left sidebar contains sections for 'Information' (Location: Kruševac, Serbia), 'Fans' (6 of 89,708 fans), and 'Favorite Pages' (3 Pages). The 'Favorite Pages' section is also highlighted by a red box and shows three page thumbnails with titles like 'SVI KOJI SU ZASPALI NA CASU :)', 'KADA BIH MOGAO DA VRATIM VREME', and '[ Budi pored mene, ma kako god da krene... ]'. On the right side, there is a 'Become a Fan' button for 'Milos Teodosic' and another post by '[ Sve se dešava sa razlogom ]' with a URL and a 'Share' button.

# Fanpage

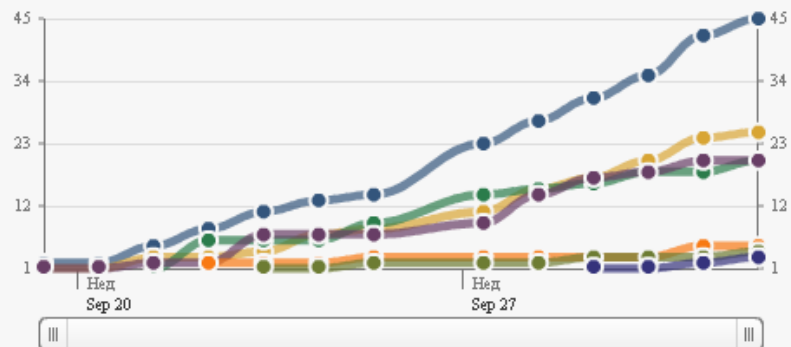
## Statistički podaci

Сви обожаваоци Zelena patrola.

Сви обожаваоци током времена [Сазнај више](#)

изабери графика: **Демографски**

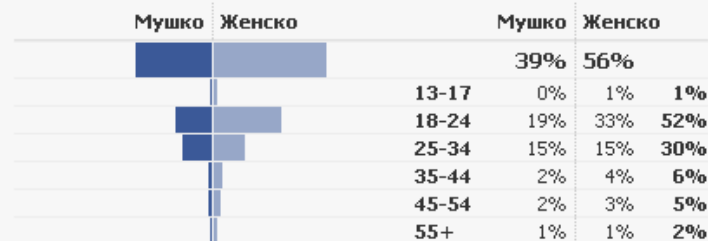
- Женски 18-24  
  Мушки 18-24  
  Женски 25-34  
  Мушки 25-34  
  Женски 35-44  
 Женски 45-54  
  Мушки 35-44  
  Мушки 45-54  
  Мушки 55+  
  Женски 13-17  
 Женски 55+



**135**

Укупно поштовалаца на дан окт 02

↑ 9 Од окт 01



Заступљене земље	Заступљени градови	Заступљени језици
Serbia 123	Belgrade 98	English (US) 64
Slovenia 3	Novi Sad 17	Српски 44
Croatia 2		English (UK) 17
Netherlands 2		Словенска 3
Bosnia 1		Немачки 2
Herzegovina 1		Пољски 2
Belgium 1		Шпански 1
Macedonia 1		Македонски 1
Sweden 1		Svenska 1
United States 1		

▲ Мање

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# Razlike

Karakteristike	Profil	Grupa	Fan page
Pozicioniranje na pretraživaču	+	-	+
Wall	+	+	+
Diskusija	+	+	+
Slika	+	+	+
Video	+	+	+
Link	+	+	+
Status	+	-	+
Pojavljivanje na homepage-u	-	+	+
Preglednost opštih informacija na glavnoj strani	+	+	-
Statistički pregled	-	-	+

\*opšte informacije- na profilu i fanpage-u opšte informacije nisu vidljive na početnoj strani, već su dostupne biranjem kartice Info, dok kod grupe jesu

\*home page- redje se pojavljuje na homepage-u vaših prijatelja informacija o tome da ste postali prijatelj sa nekim, nego što je to slučaj sa fanpage – om i grupom

# LinkedIn

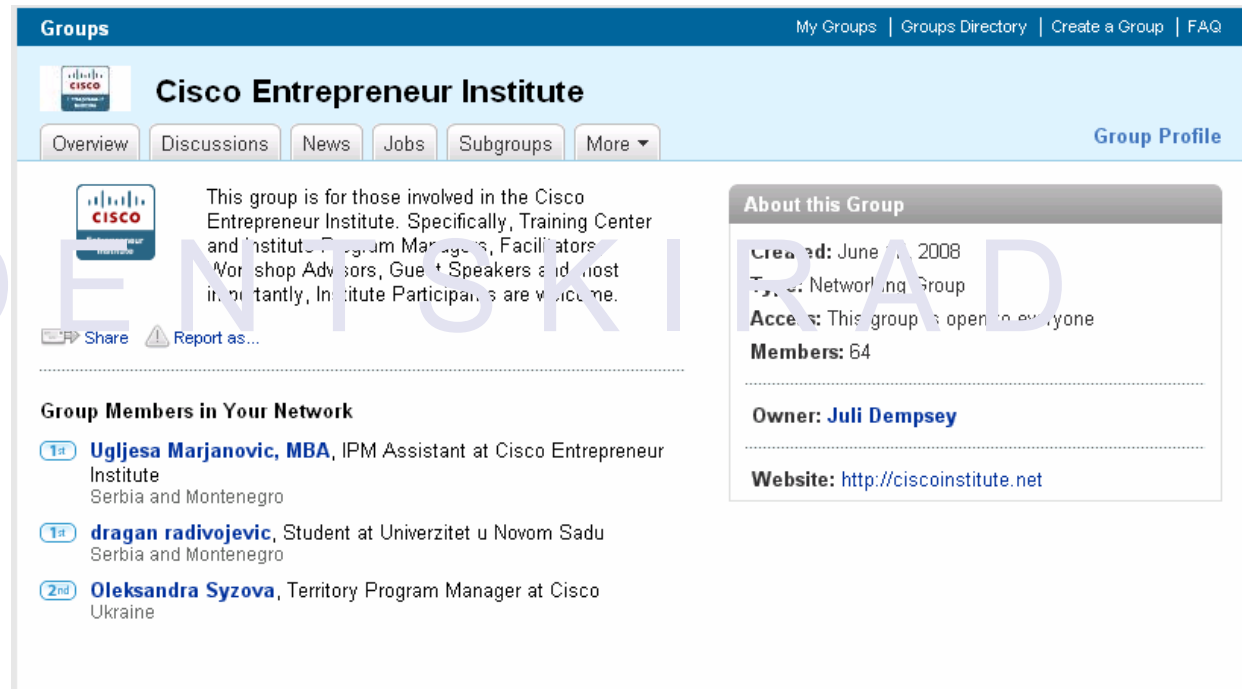
Cisco institut nije kompanija za sebe, već je deo kompanije Cisco Systems

## ■ Moguće alternative

Profil

Kompanija

Grupa



The screenshot shows the LinkedIn profile of the 'Cisco Entrepreneur Institute' group. The page header includes navigation links for 'My Groups', 'Groups Directory', 'Create a Group', and 'FAQ'. The group name is 'Cisco Entrepreneur Institute' with a 'Group Profile' link. Below the name are tabs for 'Overview', 'Discussions', 'News', 'Jobs', 'Subgroups', and 'More'. The main content area features a description: 'This group is for those involved in the Cisco Entrepreneur Institute. Specifically, Training Center and Institute Program Managers, Facilitators, Workshop Advisors, Guest Speakers and most importantly, Institute Participants are welcome.' There are 'Share' and 'Report as...' buttons. A section titled 'Group Members in Your Network' lists three members: Ugljesa Marjanovic (MBA, IPM Assistant at Cisco Entrepreneur Institute, Serbia and Montenegro), dragan radojevic (Student at Univerzitet u Novom Sadu, Serbia and Montenegro), and Oleksandra Syzova (Territory Program Manager at Cisco, Ukraine). On the right, an 'About this Group' box provides details: 'Created: June 1, 2008', 'Type: Networking Group', 'Access: This group is open to everyone', 'Members: 64', 'Owner: Juli Dempsey', and 'Website: http://ciscoinstitute.net'.

# Grupa

## ■ Group profil

## ■ Diskusija

## ■ Novosti

## ■ Pregled aktivnosti

The screenshot shows the LinkedIn group profile for "Cisco Entrepreneur Institute". At the top, there is a navigation bar with "My Groups", "Groups Directory", "Create a Group", and "FAQ". Below this, the group name "Cisco Entrepreneur Institute" is displayed with a "Group Profile" link. A navigation menu includes "Overview", "Discussions", "News", "Jobs", "Subgroups", and "More". A red box highlights the "Discussions", "News", and "Jobs" tabs. The group description states: "This group is for those involved in the Cisco Entrepreneur Institute. Specifically, Training Center and Institute Program Managers, Facilitators, Workshop Advisors, Guest Speakers and most importantly, Institute Participants are welcome." Below the description are "Share" and "Report as..." buttons. The "About this Group" section shows it was created on June 17, 2008, and is a "Networking Group". The "Updates: Last 7 Days" section shows a post from "dragan radivojevic" who has joined the group. The "New Members: Last 7 Days" section lists "dragan radivojevic" and "Juan Segui Moreno". A "Group Members in Your Network" section lists three members: "Ugljesa Marjanovic, MBA", "dragan radivojevic", and "Oleksandra Syzova".

**Groups** My Groups | Groups Directory | Create a Group | FAQ

### Cisco Entrepreneur Institute

Overview Discussions News Jobs Subgroups More [Group Profile](#)

This group is for those involved in the Cisco Entrepreneur Institute. Specifically, Training Center and Institute Program Managers, Facilitators, Workshop Advisors, Guest Speakers and most importantly, Institute Participants are welcome.

[Share](#) [Report as...](#)

#### About this Group

**Created:** June 17, 2008  
**Type:** Networking Group

#### Updates: Last 7 Days

**Monday**  
**dragan radivojevic** has joined the group.

#### New Members: Last 7 Days

**dragan radivojevic**, Student at Univerzitet u Nišom, Serbia and Montenegro  
**Juan Segui Moreno**, Owner, INTUYE Alacant Area, Spain

[See all members »](#)

[See all updates »](#)

# Twitter

- Nema alternativa
- Opšte informacije
- Following followers tweets

The screenshot shows the Twitter profile of the Cisco Entrepreneur Institute (@CSCO\_Entreprneur). The profile includes the Cisco logo, the name 'CSCO\_Entreprneur', and the bio: 'Cisco Entrepreneur Institute is partnering with organizations to deliver Business Skills-focused workshops'. The profile statistics show 164 following and 235 followers, with 32 tweets. The main tweet is: 'Women are key to ending poverty. Listen to the story. http://bit.ly/yTVO6', posted at 7:04 AM Sep 17th from web. Below it are two more tweets: 'Collaborate! Succeed! http://bit.ly/k1k7' (6:57 AM Sep 15th from web) and 'Cisco is focused on helping small businesses succeed. http://bit.ly/24cgT0' (2:20 PM Aug 26th from web). The bottom tweet is: 'This week we're training Facilitators and Program Managers from Swaziland, Nigeria, and South Africa, and the U.S. via WebEx. Pretty Cool!' (3:31 PM Aug 25th from web). The right sidebar shows the 'Following' list with several profile pictures.

twitter

Home Profile Find People Settings Help Sign out

**CSCO\_Entreprneur**  
Entrepreneur Institute

Follow

**Name** Cisco Institute  
**Location** Emerging Markets  
**Web** <http://ciscoinsti...>  
**Bio** Cisco Entrepreneur Institute is partnering with organizations to deliver Business Skills-focused workshops

164 following 235 followers

**Tweets** 32

Actions  
@CSCO\_Entreprneur

Following

Following list (grid of profile pictures)

# Predlog rešenja

- Facebook – Fanpage – Neformalno
- LinkedIn – Grupa – Formalno
- Twitter - Neformalno

STUDENTSKI RAD

# Predlog fanpage-a



[Suggest to Friends](#)  
[Add to my Page's Favorites](#)

## Information

Affiliation:  
Pub Lazino Tele  
Location:  
Laze Teleckog 16, Novi Sad, Srbija  
Phone:  
0216612265  
Birthday:  
December 31, 2006

## Fans

6 of 10,712 fans [See All](#)



Andor Lubovic Marko Skerovic Jovana Subotic

## Favorite Pages

2 Pages [See All](#)



Partizan 2009 - Sad  
# Kakva bre Farma  
mora u LS  
!!!!  
!!!  
Sranje !!!

PUB LAZINO TELE Večeras, prvi put u novoj sezoni: LOCO! 10 hours ago

Wall Info Boxes Photos Discussions Reviews

Write something... [Share](#)

[Filters](#)

**PUB LAZINO TELE** Večeras, prvi put u novoj sezoni: LOCO!  
10 hours ago · [Comment](#) · [Like](#)

[45 people like this.](#)  
[View all 12 comments](#)

**Marija Dikic** Konacno!!!! Jedva cekam! Uhu!  
3 hours ago · [Report](#)

**Vedrana Djurovic** Vaga, vaga, pa prevagne na pogresnu stranu, a Miljana! :))))  
3 hours ago · [Report](#)

Write a comment...

**Sinisa Kuzmanovic** bila je odlicna svirka sinoc :)  
September 16 at 2:34pm · [Comment](#) · [Like](#) · [Report](#)

[3 people like this.](#)

**Marina Pekić** jedan je koprivica a jedan banjac :) MORA biti VRH♥  
September 16 at 2:35pm · [Report](#)

**Sanja Naumov** bejah u ekstazi...doziveh vrhunsko zadovoljstvo jedva cekam sledecu dozu :D  
September 16 at 5:10pm · [Report](#)

Write a comment...

**PUB LAZINO TELE** Večeras: Tanja Jovičević i prijatelj!!! Vidimo se...  
September 15 at 8:10am · [Comment](#) · [Like](#)

[13 people like this.](#)  
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**Nikolina Lasto** Ne bi trebao da se placa ulaz, verovatno oko 00:00 počinje... Ne znam tačno.  
September 15 at 8:29pm · [Report](#)

Opšte informacije o poslovanju

Trenutna dešavanja

Novosti

Lokacija

Web site

Birthday

S T


R A D

# Predlog grupe na linkedin-u

Groups My Groups | Groups Directory | Create a Group | FAQ

## Cisco Entrepreneur Institute

Overview Discussions News Jobs Subgroups More ▾ Group Profile



This group is for those involved in the Cisco Entrepreneur Institute. Specifically, Training Center and Institute Program Managers, Facilitators, Workshop Advisors, Guest Speakers and most importantly, Institute Participants are welcome.

[Share](#) [Report as...](#)

### About this Group

**Created:** June 17, 2008  
**Type:** Networking Group  
**Access:** This group is open to everyone  
**Members:** 64

---

**Owner:** [Juli Dempsey](#)

---

**Website:** <http://ciscoinstitute.net>

### Group Members in Your Network

- 1st** [Ugljesa Marjanovic, MBA](#), IPM Assistant at Cisco Entrepreneur Institute  
Serbia and Montenegro
- 1st** [dragan radojevic](#), Student at Univerzitet u Novom Sadu  
Serbia and Montenegro
- 2nd** [Oleksandra Syzova](#), Territory Program Manager at Cisco  
Ukraine

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# Predlog naloga na Twitter-u

The image shows a screenshot of a Twitter profile for 'CSCO\_Entreprneur'. The profile header includes the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and the profile name 'CSCO\_Entreprneur' with the 'Entrepreneur Institute' logo. A 'Follow' button is visible. A red box highlights the bio and statistics section, which includes: Name: Cisco Institute; Location: Emerging Markets; Web: http://ciscoinsti...; Bio: Cisco Entrepreneur Institute is partnering with organizations to deliver Business Skills-focused workshops; 164 following; 235 followers. Below the bio, there are sections for 'Tweets' (32), 'Favorites', 'Actions', and 'Following' (a grid of profile pictures).

twitter Home Profile Find People Settings Help Sign out

**CSCO\_Entreprneur**  
Entrepreneur Institute

+ Follow

**Name** Cisco Institute  
**Location** Emerging Markets  
**Web** <http://ciscoinsti...>  
**Bio** Cisco Entrepreneur Institute is partnering with organizations to deliver Business Skills-focused workshops

164 following 235 followers

**Tweets** 32

Favorites

Actions

Following

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# Strategija implementacije

- Resursi – jedan administrator
- Ažuriranje naloga :
  - Facebook i LinkedIn – dva puta dnevno
  - Twitter – jednom dnevno i povezati ga sa Facebookom
- Prvi korak u razvoju mreže prijatelja – bivši učesnici kursa i kompanije sa kojima se saradjuje



**Hvala na pažnji!**