

## Vem Pra Rede (Come to the Network)

Our project is a course, focused on small entrepreneurs who needed to reinvent themselves in the midst of the COVID 19 pandemic that hit the whole world.

Facebook was our partner during the course, which brought us great results.

We received countless registrations from the 5 regions of Brazil and selected 70 people, giving priority to those who lived in cities in the interior or peripheral areas of large metropolises.

On October 9, the 70 students had their inaugural class with the Facebook team and were placed in a WhatsApp group, where the 5 mentors were able to give all necessary support to all students.

The course was divided into 3 modules - the first taught by Facebook focused on the most used social networks, the second which was hands-on, teaching students tips on creating content, good lighting and good photos, the third module was about use internet security, reminding all students of the powerlessness of caring for themselves and the customers who will exchange personal information with everyone.

The course ended on October 16, with the announcement of the prize winners.

We finished the course immensely proud because some people didn't even want social networks and arrived a week later with professional profiles and managing to find their customers!

As the materials will be available not only to students of the course, all interested parties will be able to access the content and learn many ways to improve their business especially in the midst of this moment in which we live.