

UNIT 1: GETTING INTO JOB HUNTING 4.0 SCRIPT

- SLIDE 1
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The current Social media, through which the online social networking is achieved, are the result of Web 2.0, which managed to change the Internet texture giving it a more social dimension

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The Social Media are nothing more than the natural evolution of traditional media and communication, which were adopted by technological progress. Sites like Wikipedia, Facebook, YouTube, Twitter, have managed to form an integral part of everyday life for more than one billion people worldwide (ITU, 2012)

- SLIDE 4

In this session we will talk about the Techniques of Job Search via social media. This class is called Job Hunting 4.0, as we focus on the emergence of a new personality recruited, the Job Hunter 4.0. An exploratory multifarious personality, with understanding of global trends and values that should guide the job search.

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But which are the characteristics of a Job Hunter 4.0?
Well...The Job Hunter 4.0:

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Understands **continuous learning** as the opportunity which drives to into creative growth

- SLIDE 7

Perceives **work as an opportunity given to our talents and capacities** for having positive impact on human lives.

- SLIDE 8

Keeps **high level of collaboration with very diverse people**, is tuned with the larger picture, being aware of positive leadership and transparency

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And Understands the “triple bottom line”: financial, social and environmental measures of success

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So now our main aim is to familiarize you with the terminology and the new trends in Job search through the Internet.

➤ **SLIDE 11**

A map of available resources (to understand their difference from traditional forms of job search).

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Job search methods have traditionally been divided into **formal and informal methods**.

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Formal methods include using the services or employment agencies or answering advertisements published in newspapers, journals and recently in INTERNET

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Now...Using one’s personal contacts is among the most studied **informal job search strategies** but other methods, such as contacting employers directly are also considered informal job search methods

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Also Job seekers could be divided into active or passive.

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An active job seeker utilizes a number of methods to find information regarding employment opportunities and perform a variety of activities to access these

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While a passive job seeker, on the other hand, is more imprecisely described as either someone who does not conduct any job seeking activity or as someone who browses employment opportunities but then takes little or no action to pursue them

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Here you can see a sum up of the current Job Hunting Reality

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When in job search, it is very important to know the motives that lead us and guide us in this kind of search. There are several theoretical models that help us to understand in depth this route. All approaches are associated with the satisfaction of needs.

Here is a figurative describing the needs of people, as shown in the famous **pyramid of MASLOW**. Where you will find that work plays an important role in more than one level.

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We will try to give some information here concerning the main models linked to the needs of individuals and are themselves greater analysis fields and incentives

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The economic perspective: Emphasis on this approach is given to financial incentives: The amount of remuneration and profit.

Click on the book icon to view more from the text of Pissarides

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The Sociological Perspective

Social or sociological job search model focuses on a more holistic position

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And is frequently concerned with the activities that led

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To job offers being made,

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To jobs being found, and even

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To the motivating factors leading to job seekers starting the job search at all

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And finally the motivational approaches which we will divide into 3 major theories:

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Content Theories of Motivation. WHAT motivates us

➤ **SLIDE 30**

Process theories. WHY and HOW motivation occurs

➤ **SLIDE 31**

Reinforcement Theories HOW outcomes influence behaviors

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In the era of social media, it is very important to be able to search effectively. We are talking about a talent which is the result and combination of many things, those related to the self-perception of the individual (knows himself, inclinations and skills) and knowledge and understanding of the ways and techniques of the world. The Social media, on their own, give us some information and relevant steps to follow. As an example by clicking the LINKEDIN icon you can visit a series of informational videos and power point presentations concerning talent and Job search.

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To sum up, though, as a talented job seeker you should

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Take time to build your network, both in person and online. Attend networking events, participate in your professional organizations and introduce yourself to people. Practice the art of small talk. Understand that, with every new acquaintance you make, you enlarge your network.

➤ **SLIDE 36:**

Narrow your applications to a relatively few positions. Don't bother with a lot of "Hail Marys" for which you clearly aren't well suited to meet the employer's needs. Instead, look for positions where you can add value to employers.

➤ **SLIDE 37:**

Do your research before you reach out to the employer. Check out the company in the news or on LinkedIn. Figure out its challenges, and how you can add value with your skills and experience. Use this research as you make your case for being considered in your cover letter.

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Figure out how you can network your way into the company before you apply. You can use LinkedIn to find people in the company you can proactively reach out to for informational interviews. Don't ask for help at the onset, but instead spend some time building a relationship and make yourself the first one to offer help before you ask for it.

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Ask your contact if the company has an employee referral program. If so, would he be interested in forwarding your resume to the right person? Remember that, if you've already submitted your resume to the company, the employee won't get credit for your application, and that makes a big difference.

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This is the end of Unit 1
Thank you for your participation!!