

UNIT 3: SOCIAL MEDIA AND JOB HUNTING

4.0

SCRIPT

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➤ **SLIDE 2**

In the following unit, we will focus on Social Networking and its importance in job search in today's Online environment. Specifically

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we want for you to

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understand the meaning and the use of social networking Media

➤ **SLIDE 5**

learn about how the most popular networks can be places to promote CVS and move towards success (through various ways, procedures and practical tips)

➤ **SLIDE 6**

experiment with creating, displaying and promoting their application in one of the following Social Networks:

➤ **SLIDE 7**

Linkedin

➤ **SLIDE 8**

Twitter

➤ **SLIDE 9**

Facebook

➤ **SLIDE 10**

Google+

➤ **SLIDE 11**

Pinterest

➤ **SLIDE 12**

YouRock

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So

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we reach the age-old question: Why is it so important for us to adapt to this new type of Social networking in terms of finding a job??

Quite the complete response is reached through a

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in 2020. The results are obvious and can be summarized in the following skills and qualifications:

➤ **SLIDE 16**

New media Literacy

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Sense making

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Globally connected

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Social intelligence

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Cross cultural competences

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Computational thinking

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Virtual collaboration

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New media ecology link <http://www.top10onlinecolleges.org/work-skills-2020/>
As we can see the mentioned

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skills are connected and already expressed through this kind of

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search itself. Meaning that a successful search is in itself proof of multiple management capability for a job in this globalised job/ working universe. So

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which are, in detail, the Social Media that can be proven to be helpful advisors and colleagues in the job search spectrum?

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Let's

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get a closer look!

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Starting with LinkedIn

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LinkedIn is a business-oriented social networking site with over

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90 million members worldwide. It provides opportunities to

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network online with professionals from all kinds of different employment sectors.

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Google links quickly to

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LinkedIn Pages and tends to

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list them towards the top of search results, making a LinkedIn page a valuable tool. You should always make sure that your LinkedIn page

➤ **SLIDE 35**

sells you effectively as it should be a bit like

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an on-line CV, that also allows you to mention your career goals. It's a good idea to put your

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photo in your profile as apparently, people are more likely to connect to you if you have one. We strongly recommend the following

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tools in order for you to take your time and build a Suited LinkedIn profil, to your Job search needs, by **clicking on the links !**

link [Build your LinkedIn profile and boost your career chances](#)

link http://www.slideshare.net/talentproof/top-10-mistakes-job-hunting-with-linkedin?qid=4e0dd5ad-17e4-4347-bc024e6290a41f12&v=&b=&from_search=3

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Moving on

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Twitter. Gradually **recruiters**

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make extensive use of Twitter, giving out

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information about their organisations as well as actually posting

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job vacancies. You don't have to tweet yourself – you can just follow

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companies or topics and retweet. You can use your own tweets

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to show your interest in a particular career, for example

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you can tweet about current affairs in the sector you wish to work in. Your Twitter bio

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should include your degree and some relevant skills. By clicking on this

➤ **SLIDE 48**

video you can find a really creative way of self-promoting through twitter
<http://vimeo.com/25812909>

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Now, talking about Facebook...
You can't ignore Facebook for job-seeking

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many employers do use it to promote

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their brand and their graduate programs and allow

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potential candidates to network with

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graduates and

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recruitment staff. This information can help you

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pick up useful tips on the company and the recruitment process and to come over as a well-informed candidate so it is well worth making use of.

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Stories of recruiters checking out potential candidates via Facebook are

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largely exaggerated (most recruiters don't have the time or staff to do this!)

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but it does happen, so

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set your privacy settings to the highest possible level and

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make sure your profile picture is one that you would be happy for a future employer to see! Next is

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Google+. The social web is evolving each passing day. One of the newest addition on its' social media and job hunting sector is Google +

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the social media of Google. Even if it is not the most popular of social media, Google + offers some really

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great features for both job searchers and jobseekers.
So let's see some of these features:

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Firstly use the Circles feature to connect with influential people. More importantly

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add those people who are already employed in your target companies.

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Participate in their conversations to attract attention.

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Secondly you should, at all times find opportunities to highlight your talents and skills. It is also a good idea to

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ask questions related to the kind of job you are looking for.

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Keep in mind to share your best content. Share interesting content with the people in your Circles.

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Whether you want to increase your knowledge on a certain topic or you are interested in a particular subject, you can use the Sparks, content recommendation engine, feature for searching relevant content. For more tips on personal branding and job hunting via Google + click here:

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<http://theundercoverrecruiter.com/10-tips-use-google-plus-your-job-search/>

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Next to last for this session is Pinterest
Pinterest is a really

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creative and upfront way of actually

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exposing your interests, goals and qualifications.

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Here are some tips on Job Hunting through Pinterest!!

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Create a Resume Pinboard.

Rather than pinning your full resume as one pin, create an entire board that represents the different parts of your resume with different pins.

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Pin pictures of the companies you've worked for,

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schools you've attended

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places you've volunteered and

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hobbies you enjoy

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Utilize the text box given with each pin to describe the image, how it relates to your career and why it's important to you.

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Link to Your Pinterest Resume. Once you've created a board for your resume, you need to tell people about it.

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Add it to your LinkedIn portfolio

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your Facebook and

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Twitter profiles and

➤ **SLIDE 86**

your paper resume.

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Be Inspired in Your Job Search. If you're not ready to pin your life's work experience on Pinterest, use it for its original purpose — for personal inspiration.

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If you're a visual person who enjoys creative outlets, Pinterest can be a great way to find more and more Job Hunting Inspiration.

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We suggest the following two pinterest topics on Job Hunting for you to get into the world of Pinterest if you are new to it!

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Visit them by clicking on each description.

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Lastly we suggest a new You Rock

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YouRock is a free, multi-language, employability networking tool.

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It helps users to:

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Identify their professional work skills;

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Build a dynamic profile showing their primary skill groups;

➤ **SLIDE 96**

Create a portfolio of online content showing their skills.

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And It helps employers to:

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Identify proactive new employees with specific skills;

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See international candidates in any of the system languages. For more on YouRock

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visit their vibrant and interactive page here!

➤ **SLIDE 101**

our last tip! For the end we keep

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Keep in mind to always Googling your name both on the web and for images to make sure that nothing inappropriate shows up.

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Keep in mind to also check your Instagram. Instagram is a good way to establish your personal brand while gleaning information and insights about a company where you want to work.

Click here for more on “How can you make yourself stand out on Instagram and get a job?”

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Thank you and we will see you in the next session!