

SALE

Social Media Training to Combat Unemployment Among Higher Education Graduates



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INDUCTION



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SALE Project

- YouTube movie
- Main characteristics



SALE Project

- YouTube movie



Click to play the video



SALE Project

- European project, KA2 – Strategic Partnership
 - Coordination
 - FH Joanneum, University of Applied Sciences (Austria)
 - Partners Institutions
 - CRAMARS società cooperativa sociale (Italy)
 - Fundación Universidad Empresa Murcia (Spain)
 - Technological Educational Institute Thessaly (Greece)
 - Aidlearn, Consultoria em Recursos Humanos Lda. (Portugal)
 - Inova Consultancy ltd. (United Kingdom)
 - MFG Medien- und Filmgesellschaft (Germany)
 - World University Service Graz (Austria)



SALE Project: Why?

- The unemployment rate among higher education graduates has never been higher
- A lot of job vacancies are available and most of them are posted on social networks. Moreover, many job descriptions require skills in social media
- Human Resource managers are proactively searching online to find ideal employees



SALE Project - Aims

- Developing an interactive social media training course for unemployed higher education graduates
- Matching job positions with the right higher education graduates
- Decreasing the number of unemployed higher education graduates in all participating countries



SALE Project in Social Media

- Facebook:

<https://www.facebook.com/SALEEUPROJECT/>

- Moodle:

<https://vc-training.fh-joanneum.at/login/index.php>

Moodle username will be distributed in the first training session



Presentation

- Indian Name
- Expectations



Indian Name



- Native American Indian Names
 - Native American Names are basically drawn from nature. However, Native American Baby names could also be descriptive or chosen as nicknames e.g. little black eyes. Native American Names might also be based on the gender and birth position of the baby. A baby name would change with adulthood, a person could have several names during his lifetime. Native American Names were often chosen to mark major events in life and could change with new achievements, life experiences and accomplishments. Native American Names often had "so personal and sacred a meaning" that they were never used as familiar or ordinary address.
- Choose your Native American Name
 - Name could be descriptive, or major event on your life, etc. You need to explain why you chose that name.



Expectations

- Native American Indian Names
 - You chose the name according to what you want the others get to know about yourself.
- Social Media
 - What you present is how others would see you.
 - What do you expect from SALE training course?



Build your brand: Social Media & Job Hunting

- Content
- Method
- Evaluation
- Timetable



Build your brand: Social Media & Job Hunting Content

- Induction
- Understanding what companies look for in candidates
- To know and present oneself
- Analyse social media characteristics and match with personal aims
- Using ICT / social media
- Networking
- Searching for jobs on social media
- Conclusion



Build your brand: Social Media & Job Hunting Method

- Presentations
 - Testimonies
- Active methods
 - Icebreakers
 - Group work
 - Tests
 - Exercises
 - Good practice examples
 - Exploration using ICT
 - Case studies
 - Role playing
 - Debate



Build your brand: Social Media & Job Hunting Evaluation

- Minimum attendance
 - Participants should attend at least 90% of the training sessions

- Do the test, in Moodle, at the end



Build your brand: Social Media & Job Hunting Timetable



Bibliography

- Native American Names, from <http://www.warpaths2peacepipes.com/native-american-indian-names/>
- How to use Facebook: <http://www.wikihow.com/Use-Facebook>
- How to use LinkedIn: <http://www.wikihow.com/Use-LinkedIn>



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FH Joanneum Gesellschaft mbH | Lead Organisation | Austria

cramars società cooperativa sociale | Italy

Fundación Universidad Empresa Murcia | Spain

Technological Educational Institute of Thessaly | Greece

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