



Project **SALE**
2014-1-AT-01-KA202-000953
Information Collection for trainer's guide

Module: *Analyse social media characteristics and match with personal aims*

1) *LEARNING OBJECTIVES*

After completing this module you should be able to:

- Understand the main trends in social media industry
- Understand the nature and characteristics of major social media platforms
- Give examples on how social media can be used for developing candidate profiles and job search

2) *MODULE OUTLINE*

The module outline is as follows:

- 1) Introduction to module
- 2) Social media statistics
- 3) Usage of Facebook for profile development and job search
 - a. Facebook demographics
 - b. Facebook applications
 - c. Facebook profile building guidelines
- 4) Usage of LinkedIn for profile development and job search
 - a. LinkedIn demographics
 - b. LinkedIn main functions
 - c. LinkedIn guidelines
- 5) Usage of twitter for profile development and job search
 - a. Twitter demographics
 - b. Twitter main functions
 - c. Twitter guidelines

3) *CHAPTER ASSIGNMENTS – ASSESSMENTS – ACTIVITIES - QUIZES*

Group Exercise 1:

Process: Form groups of 2 people

Debriefing:

- 1) Your assignment is to create a list of facebook applications that can be used for promoting your profile and for job search
- 2) Describe the main purposes and functions of these applications
- 3) Are these applications integrated with major job search sites?

Application Exercise 2:

Process: Usage of LinkedIn. You need to have a LinkedIn account

Debriefing: Use LinkedIn to add your classmates to your network

Application Exercise 3:

Process: Usage of twitter. You need to have a twitter account

Debriefing: Use twitter to follow a job advertisement of your choice. You have to find relevant twitter accounts and to follow these accounts. Retweet job postings to your followers.

4. Other material

Web Sites

Reference site:

<https://www.jobvite.com>

Includes a very good study on what recruiters are looking from candidates with presence at social media. See as well «Social Recruiting Survey Results 2014»

<http://Monster.com>

Worldwide number one job search site

<http://www.socialmediatoday.com/>

Statistics on social media

<http://ec.europa.eu/eurostat/data/database>

Eurostat statistics for social media at European level

<https://help.linkedin.com>

Help files for LinkedIn site

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

Facebook application directory

Books - Reports

Crompton, D., & Sautter, E. (2010). *Find a job through social networking: Use LinkedIn, Twitter, Facebook, blogs and more to advance your career*. JIST Publishing.

Furht, B. (Ed.). (2010). *Handbook of social network technologies and applications*. Springer Science & Business Media.

Nielsen (2012). *The Social Media Report*,

www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2012-Reports/The-Social-Media-Report-2012.pdf

Schepp, B., & Schepp, D. (2009). *How to Find a Job on LinkedIn, Facebook, Twitter, MySpace, and Other Social Networks*. McGraw Hill Professional.

Vermeiren, J. (2009). *How to REALLY use LinkedIn*. Step by Step Publishing.

5. 15 Multiple choice questions

List the questions

- 1) Which is the social media that is used mainly for recruitment?
 - a. Facebook

- b. Twiter
 - c. Google+
 - d. LinkedIn
- 2) What do recruiters are mainly looking for a candidate?
- a. Length of professional tenure
 - b. Industry related posts
 - c. Cultural fit
 - d. Professional experience
- 3) What do recruiters are considering as especially negative for a candidate?
- a. Political affiliation
 - b. Spelling
 - c. Sexual posts
 - d. Grammar
- 4) Social recruitment increases (you may select more than one)
- a. Employee referrals
 - b. Time to hire
 - c. Quantity of resumes
 - d. Quality of candidates
- 5) How many minutes daily users are spending on Facebook
- a. 10
 - b. 40
 - c. 60
 - d. 100
- 6) Beknown Facebook application is affiliated with
- a. Monster.com
 - b. Jobvite.com
 - c. Jobandtalent
 - d. LinkedIn
- 7) Which of the following tips for Facebook is correct (you may select more than one)
- a. Create a full and extensive profile
 - b. Select and post photos from all activities, social and professional
 - c. Post professional content
 - d. Evaluate and select members for your network
- 8) LinkedIn main purposes are (you may select more than one)
- a. Allows you to create your profile
 - b. Search for a job
 - c. Reconnect you with your classmates
 - d. Exchange videos and photos

Answers to the questions

- 1) d
- 2) d
- 3) c
- 4) c, d
- 5) b
- 6) a
- 7) c,d
- 8) a,b, c

Annex 1- Lesson Plan – Analyse social media characteristics and match with personal aims (1 ½ hour session)

Resources needed: projector, access to a networked computer

Real Time	Duration	Theme	Description	Resources	Documents to complete
	10 minutes	Introduction	<ul style="list-style-type: none"> - Short introduction to social media characteristics 	PPT	Attendance list
	10 minutes	Facebook characteristics	<ul style="list-style-type: none"> - Facebook demographics - Facebook applications - Facebook profile building guidelines 	PPT	
	15 minutes	Facebook characteristics		Group exercise 1	
	10 minutes	LinkedIn characteristics	<ul style="list-style-type: none"> - LinkedIn demographics - LinkedIn main function - LinkedIn guidelines 	PPT	
	10 minutes	LinkedIn characteristics		Application Exercise 2	
	10 minutes	Twitter characteristics	<ul style="list-style-type: none"> - Twitter demographics - Twitter main functions - Twitter guidelines 		
	10 minutes	Twitter characteristics	<ul style="list-style-type: none"> - 	Application Exercise 3	
	15 minutes			Multiple choice questions	