Module: *Using ICT / social media*

1) LEARNING OBJECTIVES
After completing this module you should be able to:
- Create your personal brand online
- Present your CV effectively online;
- Manage your online content
- Have some ideas to create your own presentation video;
- Create your your personal strategy and roadmap
- Know some ways to make yourself stand out from the crowd
- Understand how to link and connect different social media platforms

2) MODULE OUTLINE

Part1: Create your personal brand online

Nr. 6: ICT
The Web Literacy Map is helpful for understanding the competences needed for reading, writing and participating on the web. Column three is particularly interessting when it comes to networking online.

Nr. 7: Explain that your online appearnace is important and that you need to see and present yourself online like a brand. Explain the possibilities for building your online reputation. Not only social media is importance, but also the entire online appearance is important to cennect your various profiles and pages.

Nr 8: LinkedIn
Before your begin to network, focus first on your personal profile.
http://www.thegrowthcoachhouston.com/personal-brand-build-it-using-linkedin/

"What do you want to be known for? How do you differentiate yourself from everyone else? How do you position yourself to create interest and appeal?"

One of the key tools: Headline. Think carefully about the words → your branding statement. Your Name and your Headline get more visibility than any other part of your profile. It is also highly indexed by search engines. By entering searchable keywords, you will increase your visibility even more. However, you are limited to 120 characters. Thus, take some time and think carefully about how to brand yourself.

Once you determine your Headline, make sure that you include a professional photo and complete your profile 100%. Remember, this is your personal brand. Make it perfect!

Pay extreme attention to your summary. Here you are given the chance to talk about your expertise, strengths, passion, and abilities. Provide some credible evidence here to support your brand by sharing professional achievements, recognitions, statistics, or even a case study. Choose 2-3 highly searchable keywords and use them several times in this section. Use all your characters but break your summary into short paragraphs for better readability.

Nr. 9: 13 tips
Discuss the various parts of your profile that play a role

Use also http://linkhumans.com/blog/tips-linkedin-profile → do the Self Assesment Excercise

Nr. 10: Twitter
Compare the function of LinkedIn with Twitter—focus on the different opportunities that two platforms could provide and talk about the similiarities when building your personal brand on these platforms.

Nr. 12: CV Online
The easiest way to present your CV online is through LinkedIn. Therefore, use the LinkedIn as a base. You can also use tools to visualise it.

Group Excercise 1

Nr. 13-18
Talk about the possibility to visualize the CVs and present the two tools (incl. Videos).

Nr. 13:
Create an infografik with vizualize.me

Exercise

(Maybe the participants have to add something in their LinkedIn Profil first)
Pay attention that elements such as template, colors fit into your personal profile and future job

Nr. 17: Content Management Online
Explain the possibility of a hub and suggest wordpress and about.me as two easy ways to create such a hub (the most important think is always to be found).

Nr. 21: Wordpress
If you use Wordpress, you can do a simple page and include everything that you want. You should describe what information could be included in Wordpress. You need to think carfully about content, design, etc. – a faster way to get a hub is "about.me"

Nr. 22-23: about.me
Explain what about.me is and what the advantages are.

Show some examples on about.me (just browse)

Nr. 24
You can set up a page by logging in via Twitter, Facebook, Google or you can sign up via mail.
Exercise 2

Nr. 26: presentation video
Explain video as another possibility to present you online. However, it is not simple to make a good video.

Nr. 27: Get some ideas
Show the participants some of the videos provided on the links

Nr. 28-29: strategy
Let the participants think about important components when planning a video.

Nr.30-31: format/tools
Give the participants some ideas about tools

IMPORTANT: YOU CAN NOT DO A GOOD VIDEO IN A HURRY (so it you want to try out some of the tools in the workshopm it is ok – but the participants should not expect that they can do a professional video within this course → it can only be seen as suggestion)

Nr. 33-37: Personal Content Marketing

Joe Pulizzi "Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action."

Content → it is about me: what do I have, where do you come across me (Online)
Costumer → Who is the potential buyer (future company), where does he get to know me (Online)

Further readings:

http://contentmarketinginstitute.com/getting-started/

http://contentmarketinginstitute.com/2014/05/essentials-getting-started-content-marketing/

http://contentmarketinginstitute.com/2014/06/build-social-media-content-marketing-processes/

Nr. 34
Explain that it is important what you find online and that the first step always is to audit and analyse your online appearance.

Self-Assesment Exercise 2

Nr. 35 3 steps
It always depends on which step are you in. It won't help if you are telling a story without choosing a proper channel to deliver it to your audience online.
So the first step is inbound marketing (Step 1), Step 2 is to show the proof of competence, step 3 is about branding and story telling → you may find this graphic helpful

Content Marketing Maturity Model

STORYTELLING IS DIFFERENT

Content Aware — Thought Leader — Storyteller

Source: Content Marketing Institute/Robert Rose

Nr. 36: personal strategy
One way to implement your personal strategy is to define a core message and to develop a styleguide.
It is important to constantly monitor yourself and your core topic. You can always improve your online appearance concerning a special topic that reflects your competences. You then can become more visible and actively connect with other people in this professional field.

Nr 37-38: 5 tipps
Present the 5 tipps and refer to the topics presented before

Nr. 39: Roadmap
The tipps are the explanation of the roadmap and its purpose. It also helps to define your tactics regarding your strategy

Nr. 40: Roadmap
See this slide as a helpful step by step plan for the following activity

Nr. 41: Roadmap Design Activity
Show them 2 examples: One concerning the goals, one focusing more on the steps and the time(links in the slides)
Exercise 3

Nr.43-45: What makes you stand out from the crowd
Strengthen the focus on the importance of content
Then show them some examples (39) and do the group exercise.

Group Exercise 2

Part2: Develop and synchronise your profile across different networks

Nr 5 (Regarding the order of the slides)

Explain that it is important to manually and automatically link different social media and RSS is one of the best tools

Explain what RSS is and what it does.

Nr 6: RSS and Social Media
Explain that RSS is not only for discovering and curating content (e.g. from websites), but also for sharing items to your social networks.

Nr 7: feedly
This tool lets you curate content with the help of easy-to-read collections (curation like in a museum). It helps you to keep yourself update about your core topic or interest. You can share into social media.

Nr 8:
It shows the categories Tech, Decoration, Food.

Nr 9: paper.li
Another tool for curating content and sharing content – in the form of "newspapers".

Nr 11:
It shows from witch sources you can automatically include content.

A list of feature witch may be helpful → focus on the possibility to share your newspaper to Twitter, Facebook and LinkedIn

Nr 12: Hootsuite
You can recommend hootsuite to the participants as a platform to manage all your social accounts. You can see your streams in one place. You can post your status directly from Hootsuite. You can also do social media monitoring (e.g. with a hashtag stream) to keep updating your core topic.

Nr 13:
You can activate further Apps within Hootsuite. E.g. the Syndicator which enables to include RSS Streams

Nr 14-15: IFTTT
Explain the tool IFTTT – and what you do automatically with the so called recipes

Exercise:

3) CHAPTER ASSIGNMENTS – ASSESSMENTS – ACTIVITIES - QUIZES

Create your personal brand online

Self-Assessment Exercise 1

This exercise will help students to fill in their entire LinkedIn profile :
Fill in your LinkedIn Profile with the recommendations from *10 Tips for the Perfect LinkedIn Profile* [INFOGRAPHIC] http://linkhumans.com/blog/tips-linkedin-profile)

Group Exercise 1:

Process: At first work on your own and form a team of 2 people afterwards.

Debriefing:

1) Your assignment is to fill in/ impove your CV on LinkedIn.
2) Use the infos provided in the slides and the 10 Tips for the perfect LinkedIn Profile.
(http://linkhumans.com/blog/tips-linkedin-profile)
3) Get together in a team an give each other feedback on your profile.

Exercise 1:

Debriefing:

1) Your assignment is to create an infografik resume.
2) Link your LinkedIn profile and visualize your CV

Exercise 2:

Debriefing:

1) Your assigment is to set up a one page user profile on about.me
2) link online identities, relevant sites, and social networks

Developing personal strategy and roadmap
Structure personal profile

Self-Assessment Exercise 2

This exercise will help students to audit themselves online:
  – *Google yourself (Do you find something? What do you find? What is public?)*
  – *Setup alerts for your name (https://www.google.com/alerts)*

Exercise 3:

Debriefing:

1) Your assignment is to create a roadmap
2) *outline your goals*
3) *define your core strategy to reach your goals*
4) *define your tactics in relation to your core stratégy*
5) *list out the things you need in order to achieve the goals*
6) *do a gap analysis*

- *http://www.easel.ly/create/?id=https://s3.amazonaws.com/easel.ly/all_easels/714600/example&key=pri*

Group Exercise 2:

Process: Form groups of 4 people and present the resuts aferwards.

Debriefing:

1) Your assignment is to look at the examples (Mozilla and AirBnB) and outline what they have in common.
2) Use the provided examples and explain to your teammates why do your consider them useful.
3) Try to discuss and cluster your impressions
3) Present what makes them stand out of the crowd.

Develop and synchronise your profile across different networks

Exercise 3:

Debriefing:

1) Your assigment is to read more about the tools presented
2) Figure out which tool could be helpful for you
3) Sign up and try it out

Concept Quiz

Example
1. LinkedIn usage will increase employability?
   False. If information is not structured approprietly, it has no value.

2. ....

Application Questions

1. Is your tutor's profile delievering clear messages about his/her skills? What could he or she do to improve the clarity of the messages?

   Suggested answer: ....

2. ....

4. Other material
Web Sites

Videos
List any videos that a tutor may find useful.

Case studies
List any case study that a tutor may find useful.

Books
List any books that a tutor may find useful.

5. 15 Multiple choice questions

Create your personal brand online

List the questions

1) What is the benefit of a profile hub to build your online reputation?
2) With what platform should you start when thinking about showcasing your personal brand online in a professional context?
3) What can you do with a tool like vizualize,me?
4) With about.me you can not only fill in a one-page user profile, you can also...
5) What should you present in a presentation video?

Answers to the questions
1) A profile hub that can serve as a central point for all your online activity
2) LinkedIn
3) You can create a customized infographic for your CV online
4) … link online identities, relevant sites, and social networks
5) Present something that is not shown in your CV

Developing personal strategy and roadmap

6) On what principles can you make up your strategy?
7) Which perspectives includes content marketing?
8) Why should you audit your online presence at the beginning
9) How can you help people to come to know and trust you?
10) What is the last and most valuable step to your personal brand?
11) What does it mean to use a consistent Look and Feel on all plattforms?

Answers to the questions
6) On the principles of content marketing
7) The perspective of you and the potentioal buyer (your future employer)
8) Because you can find out what do you have online and where people come across you
9) inbound marketing
10) Storytelling
11) Choice of color, style and tone should not be different on every plattform

Develop and synchronise your profile across different networks

List the questions

12) What can you do with the tool IFTTT (If This Then That)?
13) What is the advantage of subscribing to a RSS feed?
14) With what tools is it possible to organize feeds (publications, blogs, YouTube channels) into easy-to-read collections?
15) What is the benefit of a Social Media Dashboard Tool like HootSuite?

Answers to the questions
12) With this tool you can automatically link and connect different web services or social media via „recipes"
13) Subscribing to a RSS feed removes the need to manually check a website for new content
14) feedly
15) You can manage your social accounts in one place