



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

## **Module: Searching for jobs on social media**

### **1) LEARNING OBJECTIVES**

After completing this module you should be able to do the skills to:

- Understand how to look for a job in the three main social media LINKEDIN, FACEBOOK and TWITTER

### **2) MODULE OUTLINE**

*The module outline is as follows:*

- 1) *Introduction to module*
- 2) *Introduction to LinkedIn for employment purpose*
- 3) *How to search for a job on LinkedIn*
- 4) *Introduction to Facebook for employment purpose*
- 5) *How to search for a job on Facebook*
- 6) *Introduction to Twitter for employment purpose*
- 7) *How to search for a job on Twitter*
- 8) *General tips*
- 9) *Exercises*

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

#### **Self-Assessment Exercise**

##### ***LinkedIn***

*Create your LinkedIn account and login your profile to your LinkedIn account. Shoot different screens of your profile.*

*Practical activity:*

- *How will you use LinkedIn in your professional life?*
- *Did you find differences between LinkedIn and others Social Networks like Facebook? Which ones?*
- *What first steps will you do to create your account and profile?*
- *What do you consider more important when you are writing your appealing summary?*

- *What has happened in your LinkedIn profile (new contacts, groups, recommendations...) during the last 10 days?*
- *You have created your LinkedIn account and an appealing profile. What did you do to enlarge your network?.*
- *How do you select the better contacts for you and how keep them in contact?*
- *What activities are you doing to find a job with LinkedIn?*
- *What do you do to improve your visibility?*
- *How to look for jobs posted on LinkedIn, and how that this jobs fit your search?*

## **Facebook**

*Create your Facebook profile using "the Facebook bio"*

*Improve your professional profile: "Every day, share and promote your personal brand":*

- *Share links*
- *Post news*
- *Invite your friends to participate to events*
- *Search companies in your geographical area and share job advertisements*
- *Plan and share your network*

*This activity should be carried out along all the course duration in order to complete it by the end of the course as it will be an element of the final evaluation.*

## **Twitter**

*Search official Twitter lists, we suggest to you the following exercises:*

- *Think of a field you are interested in. Search for the official lists of the companies in your field that you wish to follow.*
- *Search for organizations, companies and news websites relevant to your field of activity, in order to be updated with the opportunities and latest news from all over Europe.*

## **4. Multiple choice questions**

### **List the questions**

- 1) How do you make people improve your Linkeding Image?
  - a. Sending them messages frequently.
  - b. Adding contacts as much as possible.
  - c. Asking for recommendations from the people who know me best.
  - d. Having videoconferences with them.
  
- 2) May I define and select what kind of job I am looking for in LinkedIn?

- a. No, you upload your CV on LinkedIn and have to wait for an answer from the companies.
- b. Yes, the advance search option allows you to do that.
- c. Yes, when you receive job offers from the companies you can tell them your preferences.
- d. LinkedIn does not have search filters.

3) You have entered into a concrete offer in LinkedIn

- a. Now I have just to wait.
- b. There is not possible to get additional information about the company.
- c. I have the possibility to follow the company, and get additional information.
- d. The company will send me a message or call me.

4) If you want to promote in a strong way your professional skills in Facebook.

- a. It could be really effective to create a business page focused on it
- b. You need to have also accounts in other social networks.
- c. Do not use LinkedIn or Twitter.
- d. It is necessary to send messages to your friends.

5) I have created my business page in Facebook.

- a. Now, I just have to wait for company messages.
- b. It is recommended to have my business page plenty of information.
- c. I have to take care because I am not allowed to change or remove information.
- d. I can use this page also for leisure purposes.

6) I am preparing my Twitter presentation...

- a. I have to write a large description about myself.
- b. It is important to talk about my friends.
- c. Write a short description to present yourself.
- d. It is not necessary to inform about my competences.

7) I would like to get information from several European Countries.

- a. There is not information.
- b. I need to be registered in the Employment Ministry of the country I want to be informed.
- c. The information is the same in all the countries.
- d. Follow the EURES accounts of certain countries.

8) @microjobs....

- a. It is the address I have to use for my profile.
- b. It is a Twitter tool.
- c. I can use this with LinkedIn
- d. I can use this with Facebook.

9) There is not possible to follow companies on Facebook

- a. There is not possible to follow companies on Facebook
- b. The companies complain about that
- c. I will be automatically notified about new hires, product developments, and other news.

d. It is assured they will hire me.

10) I become more visible for a potential employer...

- a. If I am active and take part in discussions.
- b. If I call him/her
- c. If I change my photo in my profile every week.
- d. When I write about my spare time.

**Answers to the questions**

- 1) 3
- 2) 2
- 3) 3
- 4) 1
- 5) 2
- 6) 3
- 7) 4
- 8) 2
- 9) 3
- 10) 1