

SALE

Social Media Training to Combat Unemployment Among Higher Education Graduates



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CONCLUSION



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Summary of Course

Build your brand: Social Media & Job Hunting



Induction Module

- Get to know the SALE project
- Get to know each other
- Get to know the training course



Understanding what companies look for in candidates (1)

- Essential skills and competences
- Commercial awareness
- Communication skills
- Computer skills
- Creativity skills
- Enterprising tendencies and entrepreneurial skills
- Project management competencies
- Future work skills



Understanding what companies look for in candidates (2)

- Doing SWOT analysis
- Tactics to demonstrate Communication Skills
- Enterprising characteristics
- Ten Skills for the Future Workforce



To know and present oneself (1)

- Recognize your own skills (self-awareness)
- Increase self-awareness
 - Motivational skills
- Create your personal brand offline
 - Learn how to present the CV
 - Visual appearance
 - Content management—explain your educational skills, professional skills and other important acquired skills
 - Structure your profile—categories, personal information, presentation
 - Know and present yourself



To know and present oneself (2)

- Nine specific skills are identified in the skill sets
- Self-assessment, self-awareness and self-esteem tests on-line
- Create personal CV on Europass template
- Role-play, in pairs, present oneself



Analyse social media characteristics and match with personal aims (1)

- Basic statistics about social media
 - Demographics
 - Trends
- Social media characteristics
 - Job search needs
- What to expect from
 - Facebook
 - LinkedIn
 - Twitter



Analyse social media characteristics and match with personal aims (2)

- Increased use of Social Media by citizens and by employers, in Europe
- Facebook: the most used
 - Apps to help find a job
- LinkedIn: the most used for professionals
 - Do's and Dont's
- Twitter
 - Apps and tips



Using ICT / social media (1)

- Create your personal brand online
 - Present CV online (visual appearance)
 - Content management online (educational and professional skills)
 - Create your own presentation video
- Develop personal strategy and roadmap
 - Strategy roadmap
 - What makes you stand out from the crowd? (practical example/checklist)
- Structure personal profile
- Develop and synchronise your profile across different networks
- Possibilities of RSS feeds to link and connect different social media
 - Feedly
 - Paper.li
 - HootSuite
 - IFTTT



Using ICT / social media (2)

- Web literacy
- Building LinkedIn professional profile
- Tools to build visual CV
- Tips to create video personal presentation
- Design roadmap
- Tools to link and connect different social media



Networking (1)

- Importance of networking in business
- Connections with others who can support you
- Different social media to make new/appropriate links
- Engage in social media with companies



Networking (2)

- Six degrees of separation
- Build Your Own Contact Tree
- Connecting With Companies Online
- Blogging



Searching for jobs on social media (1)

- Introduction to main social media platforms for employment purpose
 - LinkedIn
 - Facebook
 - Twitter
- How to search for a job on social media
 - LinkedIn
 - Facebook
 - Twitter
- General tips
- Exercise



Searching for jobs on social media (2)

- Main features of 3 most used Social Media
- Tips to look for job on 3 most used Social Media
- Create profiles on LinkedIn, Facebook and Twitter, for professional purpose



Finalizing



Finalizing

- Evaluation
- What have we learnt?
- What do you think of the Build your brand: Social Media & Job Hunting training course?



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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

Aidlearn, Consultoria em Recursos Humanos Lda. | Portugal

Inova Consultancy Ltd. | United Kingdom

MFG Medien- und Filmgesellschaft | Germany

World University Service-Austrian Committee | Austria



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