

## HAND-OUT

### AREA: NETWORKS

### USING THE SOCIAL MEDIA IN CAREER MANAGEMENT

The meaning of the social media in career management has increased quickly and is of primary importance when navigating in today's job market. Via social media one can find interesting employers, keep up with changes in the field of interest, connect with people useful in career management and create a digital identity to help job searching and career development.

In this section you will be introduced some of the most important social media formats, reflect on your way of using the social media in career management and introduced some tools to help you support the learners' use of the social media in career management.

An easy and practical guide to useful contemporary social media formats can be found on [the Princeton University website](http://www.princeton.edu/~princetn/1CD93n) at [goo.gl/1CD93n](http://goo.gl/1CD93n).

### USEFUL SOCIAL MEDIA PLATFORMS

#### LinkedIn

A widely used format for professional networking. Create an online profile and CV with professional and educational background information and get connected with peers and potential employers. You can follow organizations, join groups and search for available job opportunities.

The LinkedIn profile will complement a traditional résumé and provide an easy and up-to-date way to catch the attention of the employers!

#### Twitter

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One can use Twitter to learn about industries, follow thought-leaders and organizations, share content they curate or create, establish connections and build their own professional brand.

All posts are publicly visible to everyone - keep them courteous and to the point.

### **Facebook**

Facebook is widely used for keeping up personal relationships but is also useful in career management. Users can follow the industries and employers they find of interest and join work-related groups to get up-to-date information discuss with people in the field of their interest.

One may also create a professional profile in addition to their personal one, or define their professional appearance by utilizing different privacy settings for different audiences.

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TASKS:

### **Guidelines for the learners in using social media in career management:**

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## **Things to take into a consideration when working with the learners:**

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