

## **SOCIAL NETWORKS AND TECHNOLOGY IN CAREER MANAGEMENT**

Theory and tools

Time to be used: app. 1,5 hours

OBJECTIVE: To learn how to support the client in developing and maintaining a range of relationships that are important for my career journey.

### **LEARNING OUTCOMES FOR THE CLIENT**

**I develop and maintain a range of relationships that are important for my career journey.**

- **Knowing how and when to contact people who can provide information about work and learning opportunities.**
- **Having the ability to work with others in a range of roles.**
- **Building and using supportive peer networks.**
- **Knowing how to use technology to support the development and maintenance of social networks.**
- **Recognising when and how to look beyond my immediate social networks and use this to support career building.**
- **Being able to build relationships with potential employers and learning providers.**

## **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](https://www.princeton.edu/~princetn/1CD93n) at [goo.gl/1CD93n](https://www.princeton.edu/~princetn/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**

**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.**

## **MATERIAL**

### VIDEO

Using Social Media in Your Job Search: [https://youtu.be/MmnG\\_biH-iQ](https://youtu.be/MmnG_biH-iQ)

Infographic: Social media is changing recruitment: <https://youtu.be/w6rGe-XBi9w> (Note: this video is from 2011)

### THEORY

The Guardian: Don't ruin your career in 140 characters. Social media job hunting tips.

<https://www.theguardian.com/careers/careers-blog/2015/apr/13/dont-ruin-your-career-in-140-characters-social-media-job-hunting-tips>

Slideshare set -- Social media as career management tool:

<https://www.slideshare.net/heinihm/social-media-as-career-management-tool-heinihm>

Career Attraction: How to Develop a Social Media Strategy for Your Career

<http://www.careerattraction.com/how-to-develop-a-social-media-strategy-for-your-career/>

How to use Twitter to get a job: <https://biginterview.com/blog/2015/03/twitter-jobs.html>

Managing your online presence:

<https://www.skillsyouneed.com/general/managing-online-presence.html>

Writing an effective LinkedIn profile: <https://www.skillsyouneed.com/write/linkedin-profile.html>

The secrets to effective networking (aimed at students but can be used with other learners as well): <https://www.skillsyouneed.com/rhubarb/effective-networking.html>

How to use social networking to boost your career:

<https://www.thebalance.com/how-to-use-social-networking-to-boost-your-career-2062607>

## TOOL: HELPING THE LEARNER TO PROCEED WITH SOCIAL MEDIA IN CAREER MANAGEMENT

Here are listed some useful questions in helping the learners of different skill levels in developing the use of the social media in career management. At first, sort out the skill level of the learner and then address the questions for discussion or for independent study.

### Skill level A: Does not use the social media.

1. What are your thoughts about using the social media in career management?

PROS	CONS

2. Address you possible concerns and obstacles about getting involved in the social media. Who can help you with overcoming the possible obstacles?

CONCERN / OBSTACLE	TUTOR / HELPER

3. Career wise, do you think you could benefit from getting involved in the social media? How? What would you need to do to benefit from the social media?

BENEFIT	TO DO

4. Set a goal for yourself: What would be a smooth way to get involved in the social media? You can name social media platforms or define more generic goals. Make a plan with a realistic time frame.

GOAL	TIME FRAME

USING THE SOCIAL MEDIA IN CAREER MANAGEMENT:  
QUESTIONS FOR THE SKILL LEVEL GROUPS

**Skill level B: Uses social media only/mostly for personal purposes.**

1. Which social media platform(s) do you use? For what purposes do you use them?  
What are the benefits you get?

MEDIA FORMAT & PURPOSE	BENEFIT

2. Can some of the benefits be transferred to professional life? Which social media platform could benefit you the most in career management?

SOCIAL MEDIA PLATFORM	BENEFIT IN PROFESSIONAL LIFE

3. Address your possible concerns and obstacles about getting involved in the social media in professional life. Who can help you with overcoming the possible obstacles?

CONCERN / OBSTACLE	TUTOR / HELPER

4. Set a goal for yourself: What would be a smooth way to get involved in the social media in career management? You can name social media platforms or define more generic goals. Make a plan with a realistic time frame.

GOAL	TIME FRAME

USING THE SOCIAL MEDIA IN CAREER MANAGEMENT:

## QUESTIONS FOR THE SKILL LEVEL GROUPS

### **Skill level C: Uses social media for personal purposes and in career management at some level.**

1. What social media platforms do you use for personal purposes only? What are their benefits?

SOCIAL MEDIA PLATFORM	BENEFIT IN PERSONAL LIFE

2. Which social media platforms do you use for career management? What are the benefits you get?

SOCIAL MEDIA PLATFORM	BENEFIT IN CAREER MANAGEMENT

3. Could some of the benefits of the social media for personal life be transferred to professional life? What could the benefits be?

MEDIA PLATFORM & BENEFIT IN PERSONAL LIFE	MEDIA PLATFORM & BENEFIT IN CAREER MANAGEMENT

4. Could get more out of the social media in career management? Set a goal for yourself. You can name social media platforms or define more generic goals. Make a plan with a realistic time frame.

GOAL	TIME FRAME

USING THE SOCIAL MEDIA IN CAREER MANAGEMENT:

## QUESTIONS FOR THE SKILL LEVEL GROUPS

**Skill level D: Uses the social media regularly and confidently in career management and for personal purposes.**

1. Which social media platforms do you use in career management? What are the benefits you get?

SOCIAL MEDIA PLATFORM	BENEFIT IN CAREER MANAGEMENT

2. Read through your profile and posts on a social media platform of your choice. If a potential employer would read the same, what would the impression he/she get be like?

STRENGTHS	AREAS TO BE IMPROVED

3. Ask another participant to read through your profile and posts on a social media platform of your choice. Write down the feedback:

STRENGTHS	AREAS TO BE IMPROVED

4. What could be your next step? Could get develop your digital identity even more by optimizing the use of current platforms or start using a new platform? Set a goal for yourself. Make a plan with a realistic time frame.

GOAL	TIME FRAME