21st Century Employability Skills DIGITAL FLUENCY LESSON 1: ONLINE PRESENCE & E-RESUMES

# Primary Attributes (Traits) of Digital Fluency:

* **Understands the right and wrong, both morally and legally, in using or sharing any documents, pictures, programs, or access to personal or private information**
* **Uses online tools like Google and YouTube to find data, information, answer a question, or help solve a problem. Can determine the “usefulness” and “truthfulness” of sources**
* Knows what technology tools are available to help people work together in person and online.
* Has a basic understanding of computer, tablet, smart phone hardware and software and how they work.

# Action Items for this Lesson:

* Achieve an understanding of how social media is used in the job search and identify steps to create a positive and professional online presence
* Develop a professional LinkedIn profile, research ePortfolios

Video: [**Socialnomics**](http://www.youtube.com/watch?v=PWa8-43kE-Q)

Advances in technology and global connections give way to new forms of social media and their use to connect us in our personal and professional lives. The use of social media is no longer optional, but required to stay connected in our global community. Now we must determine how we will use technology and social media appropriately. Advances in technology and the growing use of platforms and social media allow us to create online reputations that will help us be successful in the new world of work.

# What is Private & What is Public?

* Global access through technology, and the huge growth of social media platforms, require tips on what is public vs. private
* Never openly post your social security number or send financial information through unsecure sites. Look for the SSL lock icon by a web address to make sure it is secure
* On social media, don’t post overly specific location check-in information
* Plagiarizing is not just about written work, it can be illegal to post specific music or images if they are covered under copyright laws
* For example, Getty Images will charge fines to any site using their images without purchasing them. You could get huge fines for posting pictures you think are open source!
* Don’t rely on privacy settings. These change all the time and you must re-check them to make sure your “private” info didn’t just become “public”

Before we dive into the use of technology and social media, we must be clear about how to use technology in the right manner. Reminder that “public” and “private” information can both exist online, and must be treated differently from one another. After reviewing tips, provide other examples of information or data that is private and couldn’t be openly shared? Specific examples from your work experiences?

# Technology, Social Media & the Search for Work

* Today’s students and workers need to be *more proactive and more tech savvy* than in the past
* In the midst of the growing gig economy, social media is a powerful tool in the search for work and helps to build a professional online reputation
* Social media provides opportunities to brand, network, and job search including research into a company’s culture to see if it would be a good fit for you
* Professional online presence offers a more detailed picture of a candidate than just a resume and helps recruiters determine a culture fit
* Employers and HR professionals use social media and technology to screen candidates during the recruitment and hiring process

Technology and social media are becoming increasingly important in our hyper-connected world, and as more digital natives enter the workforce, this is especially true in the job search. You can use social media to build an online presence by sharing your background, demonstrating your experience, and showing your personality. Your online presence conveys who you are to the world, both personally and professionally. Remember, what you share online is available for all to see, even prospective employers. Employers do search candidates online, and your online presence could be the difference between getting the job and being eliminated for consideration.

Your online presence includes social media, even personal platforms such as Instagram, Facebook and Twitter are open game for employers. Be mindful of what you post, and think through how it might reflect on you before you post.

Social media can also be used as a job search tool because many companies are using social media to brand their company culture. Social media is a great tool to use when researching a company. This gives job seekers the opportunity to research company culture, identify trends and hot topics in the industry, identify management changes, and connect with professionals in the organization.

# Recruiters Use Social Media

* **92% of recruiters are using social media in their outreach**
  + LinkedIn is #1 tool recruiters find most effective when vetting candidates during hiring process
  + Facebook and Twitter are also used as well as blogs, Instagram, YouTube and Snapchat
* **Recruiters consider pictures, posts, comments when evaluating candidates**
  + Spelling and grammar errors as well as inappropriate content such as photos from a party with alcohol may negatively affect your image
  + Content that accurately reflects your personality, experience and qualifications in an industry and shows solid communication skills can be positive

According to Jobvite Recruiter Nation Report 2016, the Annual Social Recruiting Survey, the overwhelming majority of recruiters (87%) find LinkedIn most effective when vetting candidates during the hiring process.

Everything posted on the internet is written in pen, not pencil. It can not be “erased” even if it’s deleted. It’s important to be conscientious about what we post as well as what our networks post about us. Proactively managing social media presence and our online reputation is a must. A good rule of thumb is to post content you would be comfortable addressing in an interview. Refrain from posts that are emotionally charged especially as they relate to politics, details about your personal life, work complaints. Keep content positive, light and fun.

# Your Online Reputation

* Have you performed a Google search of your name recently?
  + Try it now! Type your first and last name in the Google search bar and watch the results filter in
  + Need to be more specific? Include the city and state that you live in after your name
* What did you find?
* Remember that in addition to using online tools to find general information, you can find specific information about your own “digital footprint”
* It’s important we are aware of our online presence and we create and maintain a professional online presence that will impress.

# Tips for Finding and Cleaning Up Digital Dirt

* **Add to your Google search by completing a Yahoo and Bing search on your name. Any results you wouldn’t want others to see?**
  + Include city after name to be more specific
* *Now set your personal social networking profile to private***, and especially during a job search, only post things that you would not mind talking about in an interview**
  + You never know who knows someone, who knows someone….
* **Use your middle initial on resume and other job search-related documents**
* **Make sure all materials are free of spelling and grammar mistakes**
* ***Build a professional online presence***
  + Develop a complete LinkedIn profile
  + Set job search social media tools to public
  + Comment on blogs and articles

# Strategies for using Social Media and Technology as a Networking Tool

* **Feature lots of positive things in profile**

Leadership, memberships/affiliations, community activities, interests, hobbies, travel, etc.

* **Have a complete profile**

Build profiles and keep up to date, incomplete profiles can show you don’t follow through

* **Showcase professional knowledge and skills by contributing to discussions**

Include links, articles and videos related to an industry or profession

* **Include keywords**
* **Be active**

Join groups and associations, connect with people, request recommendations

Include an abundance of positive attributes and characteristics in your profiles such as leadership, membership and affiliations, community activities, interests and hobbies. Also, be positive when communicating in a post or message. Finally, supporting and recommending other people’s work, sharing helpful information and contributing to discussions are other ways a job seeker can show they are authentic, polite and positive. Incomplete profiles can communicate to recruiters that you would not follow through or complete projects in your work.

# Social Media and Job Search/Promotion

* **Be strategic**

Questions for a job seeker, contract worker, or entrepreneur to ask:

* + What are the best social media platforms that I can use to showcase my unique skills, experience, or services/products?
  + Who is my audience?
  + What do I want my audience to know about me, my services, or products?
* Inform audience about your field/industry by providing latest news about your field that others may not already know
* Promote the work of others to show you are connected to peers in your industry
* Promote your own work or services/products
* Avoid common *What Not to Do* mistakes

Utilizing social media sites like LinkedIn, Facebook, Twitter and Pinterest allow one to build a professional online presence and showcase experience, skills, knowledge and expertise in a specific field. Job seekers, contract workers, and entrepreneurs should be strategic with the social media platforms they use, choosing the ones that showcase their unique skills and experience. For example, Pinterest is a great tool for job seekers who would like to showcase their skills and knowledge in a creative way.

[Video on “What Not to Do” in online promotion](https://www.youtube.com/watch?v=nujXijLKDoY).

# LinkedIn

* 100% Professional, fastest growing professional networking platform. Professionals are joining Linked at a rate of more than two new members per second
* Worldwide membership, over 467 million members in over 200 countries and territories
* LinkedIn’s fastest-growing demographics are students and recent college graduates There are more than 40 million on LinkedIn! **There are 50,000+ internships and jobs for students on LinkedIn**
* It’s similar to an online resume but better! Allows users to create and maintain professional online presence by displaying relevant education and work related experience, showcasing skills and projects, and demonstrating achievements
* Networking platform that gives users opportunity to connect with colleagues, join groups and associations, share and learn about industry related information, follow and research companies, search for jobs and learn about job opportunities from recruiters who actively reach out

## LinkedIn- Build your professional brand

* 9 out of 10 company recruiters use LinkedIn- so should you! 75% of hiring managers look at profiles to learn about candidates.
* How do you get recruiters’ attention? Here are the **LinkedIn profile must haves**:
  + **Education**- your profile is 10x more likely to be viewed if you list your school, major, and degree
  + **Photo**- this should be headshot. Include it and your profile could get 21x more views
  + **Experience**- list internships and jobs to make your profile 36x more likely to be found by recruiters
  + **Volunteer Experience-** list it if you have it. 41% of hiring managers value it as much as work experience
  + **Skills**- add skills you’ve learned inside and outside of the classroom, including 21st Century Employability Skills. If you list 5+ skills on your profile, you’ll get up to 17x more profile views

## More LinkedIn Resources for Students

* Students Guide to LinkedIn and Building a Great Student Profile handouts
* [Student Jobs 101](https://students.linkedin.com/) - Includes The Student Job Hunting Handbook Series and exploring jobs on LinkedIn
* LinkedIn Students App- Recommended reading, companies, careers, and jobs based on education
* [LinkedIn in Higher Education](https://university.linkedin.com/linkedin-for-students): Resources for students to learn the benefits of a LinkedIn profile and presence, and help them get started. Includes videos and quick tip sheets to use LinkedIn for job hunting, building a professional brand, building a profile, finding a job or internship, how to communicate effectively and connect with alumni

# Electronic Portfolios

* Electronic portfolios, or ePortfolios, are the new resume
* They are becoming increasingly common for professionals to use to communicate their experience and showcase their accomplishments in the job search
* Employers and recruiters want candidates to **show** them what they’ve done, not just tell them
* ePortfolios are a collection of electronic based materials that document accomplishments and may include papers, videos, pictures and hyperlinks, assembled in an online web platform
* ePortolios allow students to showcase projects and achievements in a visual way to communicate knowledge and skills gained through their academic experiences

# ePortfolios and the Job Search

* Students who have ePortfolios can include the URL on their resume, cover letter, LinkedIn profile and in their email signature line
* Some ePortfolio tools, like Portfolium, integrate job search technology so students can apply for jobs and submit their ePortfolio as part of their application
* Interested in creating an ePortfolio? [Portfolium](https://portfolium.com/) is a great resource that is free for students